OCTOBER 10, 1955

35c PER COPY

BROADCASTING TELECASTING

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24TH
year

HE NEWSWEEKLY
OF RADIO AND TV

THE BIG REASON

WLEE is pleased to announce its new affiliation effective October 1, with the NBC Radio Network.

One of the big reasons WLEE is excited about this association is NBC's revitalization of radio.

MONITOR, NBC Radio's new weekend service, has made more people Radio-conscious than anything else in years. It's given Radio EXCITEMENT again. And that's what we need.

Whatever builds Radio is good for WLEE. We like MONITOR.

WLEE

Tom Tinsley, President **Irvin Abeloff, Vice Pres.**

REPRESENTED BY FORJOE & CO.

DON'T BE DECEIVED!

THE PROOF IS NOW AVAILABLE

THERE IS NOTHING FINER

WTVR RICHMOND
VIRGINIA

"THE SOUTH'S FIRST TV STATION"

100,000 WATTS—1049 FEET—CHANNEL 6

IT CAN'T EVEN BE EQUALED

ABC AND CBS

REPRESENTED NATIONALLY BY BLAIR TV INC.

P.S.—THE PROOF IS IN THE PUDDING—
THE WTVR FALL SCHEDULE IS SOLD SOLID

AGAIN

kgul TV

IS TOPS IN TELEPULSE

Again in August KGUL-TV has the Number One program in the Galveston-Houston market. The August Telepulse shows the "$64,000 Question" with a rating of 37.2.

NOW MORE THAN EVER—THE BEST BUY IN TEXAS

KGUL-TV GULF TELEVISION COMPANY GALVESTON

Represented Nationally by CBS *CBS Television Spot Sales*

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

another Texas

Giant

KRLD-TV's NEW TRANSMITTING TOWER ADDS 21 NEW COUNTIES TO EFFECTIVE VIEWING AREA

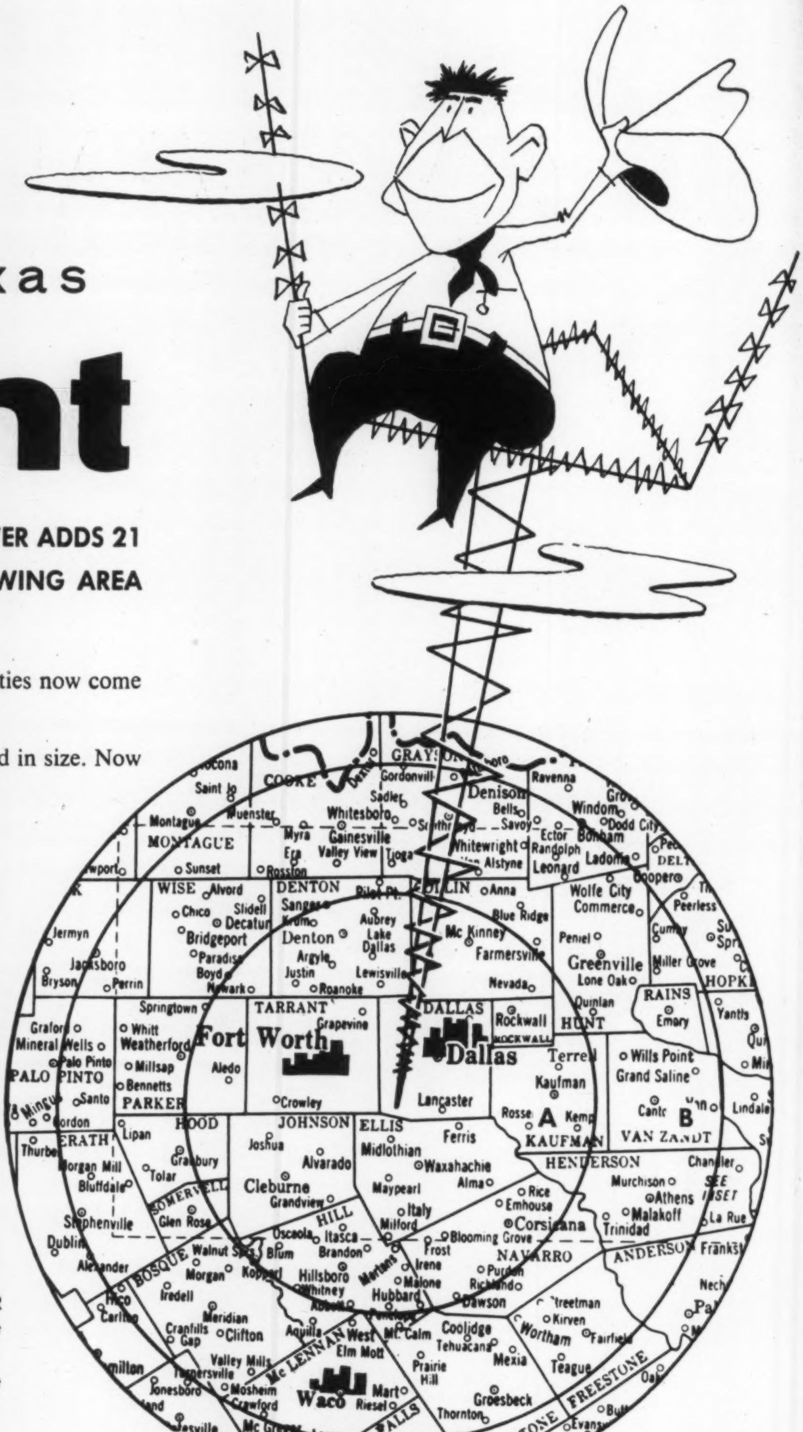
All or substantial parts of 42 thriving counties now come within KRLD-TV's rural coverage line.

KRLD-TV's good coverage area has doubled in size. Now 27,200 square miles.

Population	2,217,610
Families	669,910
Retail Sales	$2,527,962,000
TV Receivers	536,740

Now, more than ever before
KRLD-TV IS YOUR BEST BUY

Source: SM's Survey of Buying Power May 10, 1955



COOKE
GRAYSON
MONTAGUE
WISE
DENTON
COLLIN
TARRANT
DALLAS
ROCKWALL
HUNT
RAINS
PALO PINTO
PARKER
HOOD
JOHNSON
ELLIS
KAUFMAN
VAN ZANDT
ERATH
SOMERVELL
HILL
NAVARRO
HENDERSON
BOSQUE
McLENNAN
LIMESTONE
FREESTONE
ANDERSON
FALLS
Fort Worth
Dallas
Waco
Denison
Gainesville
Denton
McKinney
Greenville
Weatherford
Cleburne
Waxahachie
Corsicana
Hillsboro
Mexia
A
B
Rural

KRLD-TV TOWER
1685 feet above average terrain.
Texas' highest man-made structure.

Grade A	**68DBU**
Grade B	**47DBU**
Rural	**40DBU**

KRLD-TV

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

STRAW IN WIND? When matter of NBC-Westinghouse stations swap came up at FCC meeting last Tuesday, question arose as to what kind of order staff should draw up. It was understood approval decision was ordered, with three commissioners favoring, two opposing and third (Comr. Mack) abstaining. Absent was Comr. Webster, who will be back at desk Oct. 13. This is not to be construed as anything approaching final decision, but it is indication of present dispositions of five commissioners. Formal FCC vote will take place when order is presented by staff. Involved is transfer of Westinghouse-owned KYW and WPTZ (TV) Philadelphia to NBC and of NBC-owned WTAM-AM-FM and WNBK (TV) Cleveland and $3 million to Westinghouse.

B•T

INDEPENDENT Grocers Assn. stores are entering television for first time with sponsorship of one-hour film series, The Popcorn Theatre, *in 47 markets, effective Oct. 29 for 13 weeks. Initial television budget is more than $400,000. Firm is placing program regionally, using Saturday morning time, wherever obtainable. Reach, Yates & Matoon, New York, is agency.*

B•T

TEST OF SENTIMENT • Around country there's strong support being voiced by tv stations for NARTB's long-range plan to set up one-system tv set count and circulation project in 1957 (see story, page 72). Critical test of this enthusiasm will come when underwriting of operating corporation is started and financial support solicited—possibly reaching or passing million-dollar figure.

B•T

NARTB's committeemen on tv circulation project haven't said so publicly, but there's feeling that some advertiser-broadcaster interests may contend plan should include hour-by-hour circulation data rather than proposed "typical time period." In other words, data presently proposed doesn't replace program popularity surveys. There's doubt, however, if any of several proposed million-dollar-plus plans to underwrite private nationwide set count, county by county, will develop because of new NARTB proposal for interim data based on processing of all available tv circulation information.

B•T

NETWORKS AND ALLOCATIONS • FCC asked networks last week to furnish information regarding tv station clearances for its allocations study. This information also is significant in FCC's network probe, giving rise to feeling in some circles that there may be high correlation between two subjects.

THERE ought to be announcement next week naming staff members of FCC's network study. Roscoe L. Barrow, dean of U. of Cincinnati Law School and newly appointed chief of study [B•T, Sept. 26], was in Washington past weekend, conferring with FCC officials. He plans to spend Thursday-Saturday weekly in Washington from now on.

B•T

PATRONS OF ART • Major movie executives are troubled over finding television in their market place for story material. Dore Shary, M-G-M production chief, let it out at Theatre Owners of America convention in Los Angeles. He said there is "serious threat" of tv interests bank-rolling playwrights in order to grab first television rights on stories written for stage.

B•T

GOLDEN GIFT (processors of fresh juices), De Land, Fla., spot advertiser which has been handled by Harris & Whitebrook, Miami and New York, is expected to name Ellington & Co., New York, as its new advertising agency. Meanwhile, New York office of Harris & Whitebrook is closing. Joan Stark, head of latter, is expected to join Grey Adv., New York as timebuyer.

B•T

DEGRAY FOR GODWIN • Edward J. DeGray, former director of station relations of Vitapix and before that with CBS Radio station relations, will join ABC as national director of radio station relations. He'll succeed Charles W. Godwin who will join *Sponsor* magazine.

B•T

ARMOUR & Co., Chicago meat packer, has "no comment" on report, but it's considered certainty it will drop one key advertising agency for another within next fortnight or so. Speculation of recent weeks centers around realignment of certain shortening, poultry and soap products involving broadcast media buys. Firm now deals with eight agencies in all.

B•T

FAINT PULSE • Hope may not be entirely dead—though at this time breath can hardly be discerned—that Publishers Information Bureau subsequently will resume reporting network radio billings (story page 60). With CBS Radio, ABC and Mutual on single rates with lower discounts while NBC continues on old basis with higher discounts, problem is to reach agreement on uniform basis for reporting. Other networks rejected NBC proposal to report net figures (before annual discounts), primarily because rival media are reported in gross terms. But NBC claims it's also misleading, and hurts radio, to use inflated "gross" figures. There's no question PIB would continue publishing radio billings if networks could agree on basis, and at least some network officials say they'll meet again around first of year to "have another look."

B•T

CONTRARY to earlier reports, FCC is seeking replacement for Hearing Examiner Fanney N. Litvin who retired Oct. 1 [B•T, Oct. 3]. Heavy FCC workload has forced decision to keep complement of 11 examiners. Possible replacement is being considered from "broad field," with announcement not likely for some time.

B•T

COLOR IN BRITAIN • BBC's announced plan to begin tv color tests about Oct. 10 is another effort to keep several jumps ahead of new commercial tv operations in Britain. But problem is far greater than that in U. S. since British allocations provide only five megacycle channel, as against six mc in U. S. and BBC engineers admit task of crowding color transmission into narrower band with 405-line quality (against our 525) is real challenge. They're talking in terms of five years before color becomes economically feasible in Britain.

B•T

SHOULD Dr. Milton Eisenhower, brother of President, become GOP choice in 1956 if President decides not to run, he would be first candidate in history with practical knowledge of broadcasting. In late 'twenties Milton was radio director of Dept. of Agriculture and was important behind-scenes factor in educational tv reservation battle three years ago.

B•T

BREAKING THE JAM • In continuing effort to thwart Radio Free Europe and Voice of America, Communist regimes in satellite countries are fostering wired radio loud speaker systems, but shortwave set sales continue to mount. RFE research shows shortwave sets in use in Czechoslovakia, Poland, Hungary, Rumania and Bulgaria reached 6,000,000 in 1954, and that despite jamming, programs get through on at least one of numerous channels used on staggered system, with programs repeated one to three times each 24 hours.

B•T

AMERICAN Radiator & Standard Sanitary Corp., Pittsburgh, reportedly has completed negotiations with NBC-TV for purchase of about $1 million of time (gross billings) on network's once-a-month Color Spread *spectaculars and* Today *and* Home *programs, starting in early 1956. Transaction said to cover 90 participations on* Today *and* Home *and six participations on* Color Spread. *Agency is BBDO, New York.*

we're flying high in a $5½ billion market

WGAL-TV

LANCASTER, PENNA.

NBC and CBS

And your sales fly high when you use the super-powered Channel 8 signal of WGAL-TV. It sends your advertising message from its mountaintop transmitter to the rich, vast Channel 8 multi-city market—where 3½ million people, with 912,950 TV sets, spend $5½ billion annually.

STEINMAN STATION • Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco

316,000 WATTS

Channel 8 Multi-City Market

Harrisburg
York
Lebanon
Reading
Hanover
Pottsville
Gettysburg
Hazleton
Chambersburg
Shamokin
Waynesboro
Mount Carmel
Frederick
Bloomsburg
Westminster
Lewisburg
Carlisle
Lewistown
Sunbury
Lock Haven
Martinsburg
Hagerstown

at deadline

RAB SETS HEAVY RADIO CLINIC LINEUP OF LEADING ADVERTISERS AND AGENCIES

ADVANCE registration Friday indicated around 500, with substantial percentage made up of agency and advertiser executives, will attend Radio Advertising Bureau's advertising clinic to be held Thursday-Friday at Waldorf-Astoria Hotel in New York.

Some 10 speakers Thursday will tell how their campaigns used radio and what medium did for them. New York Gov. Averell Harriman will be featured speaker at Thursday luncheon (Starlight Roof).

Advance Program: Sert Room, beginning Thursday, 9:30 a.m., opened by Joseph E. Baudino, Westinghouse Broadcasting Co., RAB chairman. Speakers—William E. Wright, president, Wright, Campbell & Suitt, Chicago, on Py-O-My campaign; Frank P. McGrath, account executive, Caldwell, Larkin & Sidener-Van Riper, Indianapolis, on Mayflower campaign; Arthur K. Magee, account executive, Rippey, Henderson, Kostka & Co., Denver, on Frontier Airlines campaign; Donald Steward, advertising manager, Texas Co., New York, Texaco campaign; Comdr. Edward Whitehead, president, Schweppes Ltd., New York, and Frank Johnson, account executive, Ogilvy, Benson & Mather, New York, on Schweppes.

Thursday afternoon—Walton Purdom, executive vice president, Brisacher, Wheeler & Staff, San Francisco, Contadina campaign; Howard S. Cohoon, president, Milner Products Co., Jackson, Miss., on Pine-Sol, Perma-Starch campaigns; Edward L. Jones, manager, consumer advertising, Hamilton Watch Co., Lancaster, Pa., Hamilton Watch campaign; John Dow, vice president, Bozell & Jacobs, Omaha, Gland-O-Lac; Paul C. Gumbinner, president of Lawrence C. Gumbinner Adv. Agency, New York, Q-Tips; C. H. Bobertz, vice president, Clark & Bobertz, Citizens Mutual Automobile Insurance; William H. Thomas, radio-tv department, Fitzgerald Adv. Agency, New Orleans, on Jax Brewing Co.

Friday panels include (starting 9:30 a.m., Sert Room) creative selling (making radio commercials more effective)—M. Belmont Ver Standig, president of own Washington, D. C. agency; Phil Davis, Phil Davis Musical Enterprises, New York; Robert Kirschbaum, radio-tv copy chief, Grey Adv. Agency, New York; Andrew J. Love Jr., Andy Love Productions, New York, and John Swayze, supervisor, radio-tv commercial copy, Young & Rubicam, New York; and creative buying (what influences client to buy radio—types of audience, etc.)—Roger Bumstead, media director, David J. Mahoney Inc. (White Rock account); Martin J. Murphy, media supervisor, Young & Rubicam (*Life* magazine account); R. C. Maddux, radio-tv director, C. L. Miller Co. (Corn Products); Ernest Hartmann, radio-tv director, Lennen & Newell (American Airlines account); Robert H. McKenney, account executive, Campbell-Ewald Co. (General Motors Acceptance Corp.); John S. Asch, research director, Eugene Stevens Co.

Also Friday: Mid-morning presentation of awards to eight most effective radio commercials broadcast during 1955; afternoon closed business session, presided over by Kevin Sweeney, RAB president, who will give presentation, "How to Increase Radio's Share of the Advertising Dollar."

Five Radio Stations Sold In $1 Million Buying Flurry

FRIDAY was $1 million day in brokerage business as parties came to terms on sales of five radio stations across country.

Application for FCC approval of the sale of independent 10 kw KXL Portland, Ore. (on 770 kc), by Ed Craney and associates to Lester M. Smith and Lincoln Dellar, owners of KJR Seattle, Wash., for $450,000 filed Friday. At same time application also filed for sale of KHMO Hannibal, Mo., by James P. and Ada H. Bolling to Messrs. Smith and Dellar for $40,000 plus assumption of $42,250 in obligations.

KJR owners buying 100% of stock of KXL, owned 47.8% by Mr. Craney, 40.6% by Mrs. Frances Symons, and others. KXL July 31, 1955, balance sheet showed total assets of $281,207, of which $201,545 were current assets; total liabilities of $705, and surplus of $135,683. Replacement value of KXL property and equipment set at $185,000. Mr. Craney's other holdings are KXLF-AM-TV Butte, Mont.; KXLJ Helena, KXLQ Bozeman, KXLL Missoula, and KXLK Great Falls, all Montana.

Balance sheet for Mt. Ranier Radio & Tv Broadcasting Co., KJR licensee, showed that as of July 31, 1955, it had total assets of $204,380, of which $55,763 were current assets. Total liabilities were $351,977. Loss of $175,648 was carried on books. Application also showed that KJR lost $36,000 in fiscal 1954 and $12,000 in fiscal 1955. Mr. Dellar also owns KXOA-AM-FM Sacramento, Calif. Transaction handled by Blackburn-Hamilton, station brokers.

KHMO, owned by parents of Mrs. Smith, showed total assets as of June 1, 1955, of $81,571, of which $22,245 were current assets. Total liabilities listed at $55,579. Replacement value put at $129,505.

One of biggest am sales in recent months filed with FCC Friday involving acquisition of KRKD-AM-FM Los Angeles for $417,500.

Principals of purchasing group are Albert Zugsmith Corp. (36 2/3%), media broker; Richard C. Simonton (36 2/3%), electrical engineer with interests in wired music franchises, and Frank Oxarart (26 2/3%), who is 20% owner of KVOA-AM-TV Tucson, Ariz. KRKD, licensed to Radio Broadcasters Inc., operates on 1150 kc with 5 kw day, 1 kw night.

Sale of KVNI Coeur d'Alene, Idaho, by Scripps Newspaper Corp. and Burl C. Hagadone to Allan Pollock for $85,000 announced Friday. Station, 250 w on 1240 kc, affiliated with MBS. Mr. Pollock also is stockholder in KBET-TV Sacramento, Calif. Scripps company (*Idaho State Journal* and other newspapers) and Mr. Hagadone also own KNEW Spokane, Wash. Publishing firm has interest in KWIK Pocatello, Idaho. Transfer, subject to FCC approval, handled by Blackburn-Hamilton, station broker.

• BUSINESS BRIEFLY

SATURATION SPOTS • American Cigar & Cigarette Co., (Pall Mall cigarettes), N. Y., spending half-million dollars in saturation radio spot campaign in four areas—New England, New York, Chicago, and West Coast—beginning in October on various starting dates for 13 weeks. Spots are ten different arrangements of company's lyrics to tune of "Sweet Betsy from Pike" (as waltz, rumba, etc.). SSC&B, N. Y., is agency.

TWO BUY ZOO • American Chicle Co. (Beeman's Pepsin gum, Adams Chiclets, Dentyne), through Ted Bates & Co., N. Y., and Mutual Benefit Health & Accident Assn. (Mutual of Omaha Insurance), through Bozell & Jacobs same city, buy NBC-TV *Zoo Parade*, Sun., 2:30-3 p.m., effective Oct. 16 or Oct. 23.

HEAVY SPENDER • Whitehouse Co. (record packages, Twinkle Tunes, Christmas carols, Honkey Tonk Tunes), Harrison, N. J., spending $40,000 weekly on television spot announcement campaign, beginning early October and running through March with highest frequency prior to Christmas on about 175 stations. Advertiser uses mostly participations in teenage and cowboy type shows. Parker Adv., N. Y., is agency.

PACKARD ON RADIO • Packard cars will start radio spot announcement Nov. 2 for two weeks, to introduce new models in 25 major radio markets. Ruthrauff & Ryan, N. Y., is agency.

MAKING DATES • Dromedary Dates, N. Y., planning radio spot announcement campaign six days before Thanksgiving and six days before Christmas in about 22 states. Lennen & Newell, N. Y., is placing eight-second spots from 7 a.m. to 7 p.m., radio only.

CIGAR CAMPAIGN • P. Lorillard Co. (Muriel cigars), N. Y., starting radio spot announcement campaign Oct. 17 for ten weeks. Lennen & Newell, N. Y., is agency.

REYNOLDS EXPANSION • R. J. Reynolds Tobacco Co. (Prince Albert tobacco) expanding its present radio spot announcement campaign starting today (Mon.) in number of markets for five weeks. William Esty & Co., N. Y., is agency.

SPECIALTY SPOTS • Esso Standard Oil Co. (Essotane bottled gas used for tobacco curing), N. Y., buying radio spot campaign starting today (Mon.) for six weeks over approximately 35 stations in 32 markets in Va., N. C. and S. C. Marschalk & Pratt, N. Y., is agency.

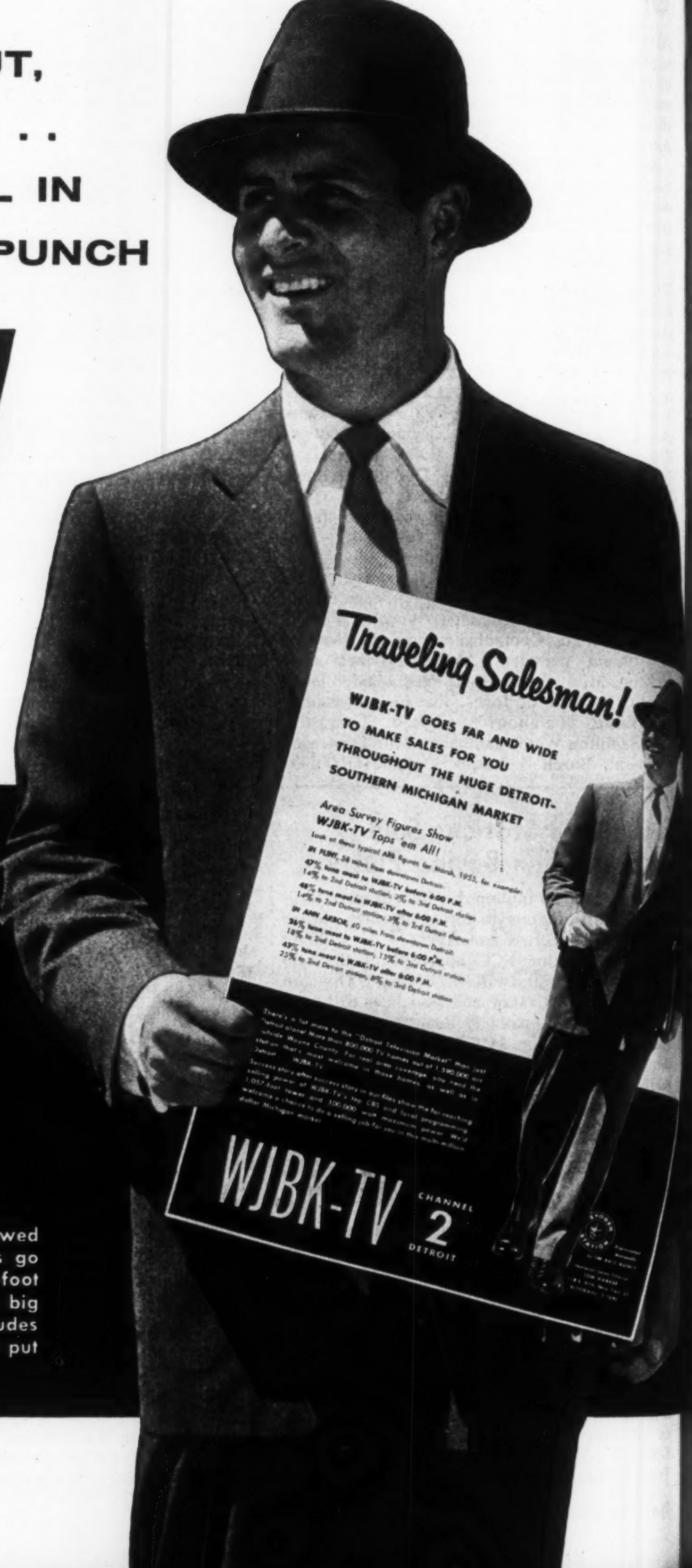
SOUTH FOR WINTER • Lever Bros. (Silverdust), N. Y., buying radio spot campaign in 21 markets in south east-central U. S., beginning Nov. 7 for five weeks. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

Sale of KBLP Falfurrias, Tex. (500 w day on 1260 kc), by Ben L. Parker to J. W. Stewart and Robert J. Hicks for $25,000 announced Friday, subject to FCC approval. Mr. Hicks is manager, KVOU Uvalde, Tex. Mr. Parker retains KBEN Carrizo Springs, and KBOP Pleasanton, both Tex. Sale handled by Jack L. Stoll & Assoc., station broker.

Top Salesman

IN SOUTHERN MICHIGAN

**INSIDE DETROIT OR OUT,
IT'S THE SAME STORY . . .
WJBK-TV TOPS 'EM ALL IN
AUDIENCE AND SALES PUNCH**



Traveling Salesman!

WJBK-TV GOES FAR AND WIDE
TO MAKE SALES FOR YOU
THROUGHOUT THE HUGE DETROIT-
SOUTHERN MICHIGAN MARKET

Area Survey Figures Show
WJBK-TV Tops 'em All!

Look at these typical ARB figures for March, 1955, for example:

IN FLINT, 58 miles from downtown Detroit:
47% tune most to WJBK-TV before 6:00 P.M.
14% to 2nd Detroit station, 3% to 3rd Detroit station
48% tune most to WJBK-TV after 6:00 P.M.
14% to 2nd Detroit station, 3% to 3rd Detroit station

IN ANN ARBOR, 40 miles from downtown Detroit:
36% tune most to WJBK-TV before 6:00 P.M.
18% to 2nd Detroit station, 13% to 3rd Detroit station
43% tune most to WJBK-TV after 6:00 P.M.
25% to 2nd Detroit station, 8% to 3rd Detroit station

WJBK-TV CHANNEL 2 DETROIT

WJBK-TV

CHANNEL 2 DETROIT

*First Choice of Viewers
in the 1,590,400 TV-Home Market of
Detroit and Southern Michigan*

HERE'S MORE EVIDENCE TO SHOW THAT CHANNEL 2 IS THE PLACE FOR YOU!

Metropolitan Detroit, August, 1955 - American Research Bureau

Number of daytime quarter hour periods in Detroit ARB survey with ratings of 9.0 and above	70
Of these 70 periods with ratings of 9.0 and more, WJBK-TV carries	60
Number of daytime periods rated 9.0 and above on all other Detroit-Windsor stations combined	10

Telepulse, August, 1955

Of Top 10 Nighttime shows 8 are on WJBK-TV

Of top 17 Nighttime shows 12 are on WJBK-TV
(Three-way tie for No. 15 in top 15)

Just like the outside area figures in Ann Arbor and Flint showed WJBK-TV the No. 1 viewer choice, the above in-Detroit figures go right along. WJBK-TV's top CBS and local programming, 1,057-foot tower and 100,000 watt maximum power on Channel 2 offer a big "plus" in sales in the entire "Detroit Television Market" that includes big-spending Southern Michigan as well as Detroit. We'd like to put our selling power to work for you!

A STORER STATION

Represented Nationally by
THE KATZ AGENCY

National Sales Director, TOM HARKER,
118 E. 57th, New York 22, MURRAY HILL 8-8630

at deadline

RADIOS HOLD MILLION-A-MONTH OUTPUT; TV SET PRODUCTION ALSO ABOVE 1954

RADIO set production, responding to continued revival of public interest and new models, is running 43% ahead of 1954 and can be expected to maintain million-set-per-month pace through rest of year, according to James D. Secrest, executive vice president of Radio-Electronics-Tv-Mfrs. Assn. Tv set production is running 27% above 1954.

Observing that 8,725,012 radio sets had been turned out in first eight months of year compared to 6,110,119 in same 1954 period, Mr. Secrest told B•T radio production has been going upward for several years with no sign of break in trend. Recalling that many set makers had quit making radios as tv developed, with four factories turning out 90% of radio production at one point, he said, "Those who dropped out were short-sighted and they are now making radios again, being aware of this good market. Auto sets account for about half of the present radio production.

"Better designs have appeared and the transistor market is developing gradually, with prospects that miniature radios will become an important competitive product."

Mr. Secrest said radio set figures do not include the "skyrocketing hi-fi production" which is tied into revived interest in recorded music.

RETMA data shows home set output for eight months of 1955 totaled 1,792,142 receivers compared to 1,743,880 in 1954; portables, 1,355,895 compared to 957,199; clock radios, 1,107,796 compared to 861,627 (these are home equipment); auto sets, 4,469,179 compared to 2,547,413 (80% increase).

"By the end of 1955," Mr. Secrest predicted, "as many as 25% of all television sets will be sold to second-set purchasers. This multiple-set trend is growing rapidly as prices come down, people want larger screens and diversity of programming creates an in-home demand for more than one set." He added that old tv sets are starting to wear out.

Radio production in August totaled 947,634 compared to 718,489 in July and 785,499 in August year ago.

Manufacturers turned out 647,903 tv sets in August compared to 334,295 in July and 633,387 in August year ago.

August production included 13,172 radio sets with fm tuners and 1,757 tv sets with fm tuning circuits. Of 647,903 tv sets produced in August, 105,673 (16%) had uhf tuning facilities.

Radio and television set production by months for the first eight months of 1955 follows:

	Television	Home Sets	Portables
January	654,582	280,121	47,303
February	702,514	232,831	109,120
March (5 wks)	831,156	300,840	233,465
April	583,174	193,431	265,866
May	467,394	161,357	258,701
June (5 wks)	589,973	181,930	255,833
July	344,295	141,119	79,410
August	647,903	300,513	106,197
TOTAL	4,820,991	1,792,142	1,355,895

	Auto	Clock	Total Radio
January	573,837	166,885	1,068,146
February	597,742	150,031	1,089,724
March (5 wks)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
May	563,369	130,608	1,114,035
June (5 wks)	584,567	182,605	1,204,935
July	404,443	93,517	718,489
August	403,320	137,604	947,634
TOTAL	4,469,179	1,107,796	8,725,012

Pabst Appoints Burnett For Blue Ribbon Beer

PABST BREWING CO., Chicago, appoints Leo Burnett Co., same city, to handle advertising for Blue Ribbon beer effective Jan. 1, 1956. Warwick & Legler to continue handling Pabst and Hoffman beverages out of New York office and Eastside beer out of Los Angeles.

No estimate available on overall advertising or radio-tv monies involved, but Pabst spent over $1 million on network tv and $80,000 on network radio first six months of 1955, according to Publishers Information Bureau. Company sponsors *Pabst Blue Ribbon Bouts* on ABC's tv and radio networks, and utilizes spot radio-tv in selected markets. Harris Perlstein, Pabst president, attributed diversification of agencies to growth of various Pabst divisions.

Ohio Sales Clinic Opened With 125 Delegates Present

RECORD attendance of 125 delegates registered Friday morning as Ohio Assn. of Radio & Tv Broadcasters opened two-day sales clinic at Deshler-Hilton Hotel, Columbus. Herbert E. Evans, Peoples Broadcasting Corp., presided. Sessions opened at 8 a.m. breakfast, splitting into radio and tv panels (early story page 74).

F. A. Higgins, WITY Danville, Ill., spoke on supermarket merchandising. Panel discussion moderated by Byron Taggart, WTVN Columbus, included R. C. Embry, WITH Baltimore; William Kincheloe, advertising manager, Streitmann Biscuit Co., and Harry McDaniel, radio-tv director of Kroger Co.

John R. Vrba, sales vice president of KTTV (TV) Los Angeles, spoke on topic "Los Angeles Is Just the Same" at tv session. Promotion panel was moderated by Mort Sherman, WBNS-TV Columbus, with Norman Cash and Ray Nelson of Television Bureau of Advertising.

At joint session Dud Coan, assistant to merchandising director of Stokely-Van Camp account, Calkins & Holden, New York, spoke on co-op advertising.

UPCOMING

Oct. 10: Ad Club of New York, Annual Advertising & Selling Course.

Oct. 14-16: National Adv. Agency Network Eastern Meeting, Atlantic City, N. J.

Oct. 16-17: New Jersey Broadcasters Assn., Hotel Hofbrau, Wildwood.

Oct. 17-19: Radio-Electronics-Television Mfrs. Assn., Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.

For other Upcomings see page 124.

PEOPLE

DONALD S. SHAW JR., ABC-TV station relations, named director, ABC-TV station clearance department, which has been divorced from sales department and set up as autonomous unit, ABC President **ROBERT E. KINTNER** is announcing today (Mon.). Mr. Shaw reports to **JOHN M. MITCHELL,** vice president in charge of ABC-TV. Current tv station clearance personnel will report to Mr. Shaw and department will be expanded. Mr. Shaw joined ABC's traffic department seven years ago. Before then he was with KITO San Bernardino, Calif.

W. W. (NICK) CARTER Jr., formerly general manager, WTRY Troy, N. Y., for four years and associated with station for 11 years before that, named general manager of WEAV Plattsburgh, N. Y., headed by **GEORGE BISSELL.** Mr. Carter was associated with Col. H. C. Wilder properties, then including WTRY, for 18 years.

THOMAS R. YOUNG, with WEEI Boston since 1951, named national spot representative for station succeeding **HOWARD JOHANSEN,** who has joined WENE Binghamton, N. Y., as assistant to general manager.

CARL F. HALLBERG, general manager of WHOO Orlando, Fla., has resigned. In announcing he had accepted resignation "regretfully," owner **EDWARD LAMB** said **FRANK C. OSWALD,** vice president, had named **AL STOCKMEYER** recently program director and account executive, as successor.

ROBERT M. RILEY, WMBD Peoria, Ill., regional sales manager, named national sales manager of station.

ROBERT B. SAMPSON, administrator of distributor finances, RCA corporate staff, named market research manager of RCA Tube Div.

Attorney Says Mrs. Natvig Did Not Get Fair Trial

CLAIM that Mrs. Marie Natvig, government turnabout witness in FCC case against broadcaster Edward Lamb, did not receive fair trial when she was convicted of perjury made Friday by attorney Jean Dwyer in U. S. Court of Appeals in Washington. Miss Dwyer asked three-judge court to reverse conviction. She said defense of Mrs. Natvig was hampered by inability to properly cross examine government witnesses. Mrs. Natvig, free on $1,000 bail from eight months to two years prison sentence [B•T, June 27], testified as government witness in Lamb case earlier this year. She said Mr. Lamb had had Communist connections. Later she reversed her testimony, accused FCC attorneys of forcing her to make accusations. It was for this that she was tried and found guilty of perjury.

Film Directors Open Session

FIRST Western Conference of new National Assn. of Television Film Directors opened Friday in Hollywood as "last major stepping stone to full national organization." Keynote speaker Harold P. See, chairman of NARTB Film Committee and manager of KRON-TV San Francisco, led panel discussion on film problems while film buyers William L. Cooper Jr., WJAR-TV Providence, R. I.; David Manning, WHAM-TV Rochester, N. Y., and Richard Norman, KPTV (TV) Portland, Ore., led other sessions. General business meeting Saturday was to include election of western officers and discussion of plans for first national convention in Chicago. NATFD said it has been endorsed by all networks and NARTB and membership now totals 153 stations.

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THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues. $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

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Not a bad fellow at heart, someone once said, but no one can remember who said it. Neighbors for blocks around keep blinds drawn day and night. Spoils mystery movies for audiences; guesses murderer by end of second reel. Likes plain food, especially roast beef, rare. No gravy. Married, but no exemptions. Drives 1928 Essex—late 1928.

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WTOP RADIO

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IN REVIEW

THE HONEYMOONERS

THE Jackie Gleason show died Oct. 1. Services haven't been held yet, but the body's cooling. Barring some hasty rejuvenation by CBS-TV, it's only a matter of time.

As just another situation comedy it isn't bad. But the tv nation has come to expect much more than that. It's used to having an exciting hour starting off with bursts of fireworks and beautiful girls proclaiming "and away we go!" It's used to seeing the June Taylor dancers pace through their expertly-executed numbers and then see the comedy master stride out to kid Ray Block and tell the audience it is a dan-dan-dandy group. It's used to a lot of things it will never find in the 30-minute *Honeymooners.*

True, the Honeymooners skit was always the hit of the show. But it wasn't *all* the show. Essentially it remains the same in the new version, but, because it's filmed, is without the spontaneity that made it great in seasons past.

Production cost: $75,000.
Sponsored by Buick Motors through Kudner Agency on CBS-TV, Sat., 8:30-9 p.m. EDT.
Star: Jackie Gleason, with Art Carney, Audrey Meadows, Joyce Randolph.
Executive producer: Jack Philbin; producer: Jack Hurdle; ass't producer: Stanley Poss; director: Frank Satenstein; writers: Marvin Marx, Walter Stone, Syd Zelinka, Leonard Stern, A. J. Russell, Herb Finn.
Package by: Jackie Gleason Enterprises.

ALFRED HITCHCOCK PRESENTS

THE MASTER of suspense on the movie screen is making his presence felt in the living room. The initial performance of his personal showcase on Oct. 2 was an entertaining, fast paced show and in the main a well acted one.

It was not too hard to detect what the "startling" conclusion to the shocker was going to be, but even with this knowledge the program's excitement was sustained. When would the husband find out he had killed an innocent man—the man pointed out by his wife as her attacker? Right through, the story unfolded in a crisp, clear-cut manner.

Mr. Hitchcock added something with his wry introductory and breaktime remarks. In closing the show he made a comment which no doubt was intended to reflect upon some of the lesser tv offerings: Crime doesn't pay even on television—unless you have a sponsor. Mr. Hitchcock make it pay both for the sponsor and the audience.

Production cost: $37,500.
Sponsored by Bristol-Myers Co. through Young & Rubicam on CBS-TV, Sun., 9:30-10 p.m. EDT.
Producer-director: Alfred Hitchcock.
Writers (premiere): story by Samuel Blas, adaptation by A. I. Besserides and Frances Cockrell.
Cast (premiere): Ray Montgomery, John Gallaudet, Frances Baveier, Ray Teal.
Production: Revue Productions.

MICKEY MOUSE CLUB

WALT DISNEY's new television venture—a 5-to-6 p.m. Monday-through-Friday series on ABC-TV—will doubtless be just as successful with the younger set to whom tv belongs at that hour as *Disneyland* has been for the whole family in the early evening.

The first broadcast last Monday began with an inaugural cartoon parade of all the familiar Disney characters that was good entertainment for both eye and ear. Then came the Mickey Mouse Newsreel, shots of children in various parts of the world that may have been well received by young viewers but was even duller than most newsreels to this oldster. The Mouseketeers, a juvenile song-and-dance troupe, also was aimed at an all-juvenile audience. The next sequence, "What I Want to Be," dealing with a couple of kids at an airport—a girl who imagined herself an airline hostess, a boy who dreamed of becoming a pilot—was good entertainment for all ages. And the wind-up Mousekartoon was a typical Disney short and, of course, pure delight.

All in all, a great show for kids for whom it is intended, but even they may tire of so many commercials—three to each segment or 12 within the hour, plus two local commercial spots between the segments, adding up to an awful lot of selling for even an hour-long telecast.

Production cost: $10,000 per show.
Sponsored (on Mondays) by Coca-Cola Co. through D'Arcy Adv. Co. and General Mills through BBDO on ABC-TV, 5-6 p.m. local time. Other sponsors on other days of the week. Program on Monday-Friday.
Producer: Bill Walsh; directors: Dick Carley and Charles Haas; writer for "What I Want To Be series: Stirling Silliphant; production supervisors: Hal Adelquist, Bill Park and Stirling Silliphant; art directors: Bruce Bushman and Marvin Aubry Davis.
Filmed by Walt Disney Production Studio, Burbank, Calif.

THE CHEVY HOUR

BOB HOPE's sponsor is new, but his show's the same as ever. Which isn't bad, actually, as he's been wowing 'em for years with pretty much the same routine, and it's still good.

Two questionable points: why the reruns of supposedly popular sketches from past seasons? And why the parade of no-name beauties supposedly picked by Hollywood hair stylists and makeup men? In regard to the first we guess it's just laziness. As to the second, it was just a chance to (1) kill time, (2) get Jane Russell out front for decoration—lamentably hippy as well as chesty, and (3) dole out some free publicity for the starlets and their studios.

Production costs: $200,000.
Sponsored by Chevrolet Motor Div., General Motors Corp., through Campbell-Ewald Co. on NBC-TV, every third Tues, 8-9 p.m. EDT.
Producer: Jack Hope; director: Jim Jordan Jr.; associate producer: George Habib; associate director: Fred Rheinstein; music: Les Brown and orchestra; writers: Lester White and John Rapp, Mort Lachman and Bill Larkin, Charles Lee; consultant: Norman Sullivan; choreographer: Nick Castle.

HEIDI

WE MANAGED to lift the notes of a young lady (age 10) after the showing of the immortal child's story on NBC-TV Oct. 1 and present them herewith unedited and unexpurgated:

"Heidi. In color. Wally Cox. The first part. I like the first song. The songs were very good. I like 'I Like to Rambel.' The color was beautiful. The break a brack [bric-a-brac] song I like. The way they throw things around. Rottenmarden [Fraulein Rottenmeier] strick and has a temper. Klara a very nice girl. 'Heidi,' I like that song. Cute and funny the 'Oom-Pah Pah' song. Heidi goes back to her grandfather. Good. And her grandfather is glad to have her back. Klara comes to Heidi and learns to walk. Heidi's grandfather goes to church and they all live in the mountains."

Is there much more to say? If it enthralled one little girl, it must have enraptured all little girls. And those young in heart, whatever age. The older, perhaps more literal minded, found the leads, Jeannie Carson as Heidi and Wally Cox as Peter, too grownup for the parts of the little pigtailed waif and her goatherd friend. But both did adequately, with particular kudos to Miss Carson's singing.

Undoubtedly the highlight of this Max Liebman color production was the music. We shall be hearing more of "I Love to Ramble," "Antiques," "Table Manners," "Heidi," and "Oudt Comes Oom-Pah-Pah." Generally the music—with credits to Clay Warnick and Carolyn Leigh (out of Robert Schumann)—made the production, with a notable assist from the color cameras. There is no question that Heidi without color would not have been the same.

Production cost: $200,000.

Sponsored by Oldsmobile Division of General Motors, through D. P. Brother, on NBC-TV, Oct. 1, 9-10:30 p.m., EDT, in color and black-and-white.

Producer-director: Max Liebman; associate director: Bill Hobin; book director: Milton Lyon; NBC supervisor: Hal Janis; musical score: Clay Warnick and Carolyn Leigh; television adaptation: William Freidberg and Neal Simon (from Johanna Spyri's novel "Heidi").

Cast: Heidi, Jeannie Carson; Peter, Wally Cox; Fraulein Rottenmeier, Elsa Lanchester; Dommelsheg (grandfather), Richard Eastham; Klara, Natalie Wood; Aunt Dete, Jo Van Fleet; Puppeteers, Bil and Cora Baird; Eric, Robert Clary; Yodelers, Trio Shmeed; Sebastian, Lee Goodman; Herr Sesseman, Bill Gibberson; Pastor, Philip Faversham.

JACK CARSON SHOW

AS THE genial Mr. Carson himself indicated, CBS Radio's new *Jack Carson Show* is not exactly a "show-stopper," but it is a most pleasant, easy-to-listen-to program that can build a loyal audience from lovers of popular music and Mr. Carson's relaxed brand of humor. He is a very capable m.c., bantering with his supporting cast, reading an "off-beat" item from a newspaper and recounting a humorous incident.

Regular performers on the show include announcer Hy Averbach, singer Tony Romano and Roy Chamberlain and his orchestra. Guests for the first program were the Four King Sisters, who offered a skilled rendition of "Over the Rainbow." Mr. Romano sang an ingratiating "Tina Marie." The accompanying orchestra was first-rate.

Production cost: Approximately $5,500.

Broadcast Mon.-Fri., 9:05-9:30 p.m. EDT on CBS Radio; available for sponsorship under network's segmentation plan.

Star: Jack Carson, with Hy Averbach, Tony Romano, Roy Chamberlain and his orchestra.

Producer-director: Bill Brennan; writers: Sol Stein, Tom Adair.

20TH CENTURY-FOX HOUR

"CAVALCADE", premiere presentation of General Electric's *20th Century-Fox Hour,* most certainly won the approval of women viewers with its heart-break formula. Written by Noel Coward and starring Michael Wilding and Merle Oberon, "Cavalcade" portrayed an anxious wife waiting for, first her husband, and then both husband and son, to return from the wars. During the course of events, the English family portrayed loses one son in the war, a son and daughter-in-law killed on their honeymoon aboard the Titantic, a former manservant killed, and to pull further at the heart-strings, the Queen of England dies.

Adding a very pleasing touch to the show in his role as host is Joseph Cotten, who takes the viewers on a short tour of Fox studios, and shows a short preview of a Fox picture. Featured opening night was "The Tall Men," starring Clark Gable, Jane Russell and Robert Ryan.

Future shows probably will not be as emotional as "Cavalcade," but with the format of tv adaptations of famous movies, plus Mr. Cotton, *20th Cenutry-Fox Hour* should secure and hold its share of the tv audience.

Production cost: $90,000.

Sponsored by General Electric Co. through Young & Rubicam, alternating with United States Steel Hour *(CBS-TV Wed., 10-11 p.m. EDT).*

Stars of Oct. 5 premiere: Michael Wilding and Merle Oberon, with English cast.

Host: Joseph Cotten.

Producer: Jules Bricken; director: various; in charge of special material: Carroll Carroll.

MILTON BERLE SHOW

FANS of Milton Berle, and they are legion, must have been overjoyed the night of Sept. 27 when he began his 1955-56 series of every-third-Tuesday telecasts on NBC-TV, big as life and in full color. Here was Mr. Berle in his old-time role of m.c. to a vaudeville show, making with such typically Berle jokes as "I had dinner at the Beverly Hilton and now they're going to call it the Beverly Milton," playing host to Esther Williams, who swam, and John Wayne, who plugged his new movie, and others.

Miss Williams and Mr. Berle participated in a burlesque of "Summertime" which was in the best (or worst, depending on the viewer's viewpoint) burlesque house tradition. There was also the inevitable take-off on *The $64,000 Question.* Outstanding was a production number of "Mad About the Boy," sung by the Mary Kay Trio, with a male chorus using mirrors to produce an unusually effective background.

Production cost: $115,000.

Sponsored by RCA Victor and Whirlpool Corp., both through Kenyon & Eckhardt, and Sunbeam Corp. through Perrin-Paus Co., every third Tuesday, 8-9 p.m. EDT, in color and black-and-white.

Star, producer and director: Milton Berle; executive producer: Irving Gray; associate producer: Kevin Joe Jonson; associate director: Edith Hohnson; unit production manager: George Habib; writers: Bill Manhoff, Nate Monaster, Buddy Arnold, Al Schwartz.

PLAYWRIGHTS '56

A BOMB exploded in a thermonuclear test and an angel fell from the heavens. What did this incident, at first throwing the Pentagon into disbelief and nearly wrecking a general's brilliant career, mean to the U. S.? To the world?

This was explored in Philip Wylie's fantasy, "The Answer," which Tuesday launched *Playwrights '56* on NBC-TV. Polished to a fine edge by the skillful Fred Coe, the play was so realistic that it nearly obscured the spiritual meaning. But despite this structural flaw, the hour-long program proved gripping with a full share of tense moments.

The "realistic" treatment perhaps also restricted Paul Douglas' interpretation of the lead character, Maj. Gen. Scott. As played by Mr. Douglas, the general was more a stereotyped figure than a real-life soldier who suddenly was faced with a metaphysical rather than a tactical problem. It was not until nearly the end of the play that the theme was saved in nick-of-time when Gen. Scott finally experienced his revelation and the angel's message: "Love one another."

Stars Conrad Nagel, as President Eisenhower, and Walter Abel, as the minister who

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General Electric
Chrysler-DeSoto
Ford Motor Co.
Sherwin-Williams Paints

Bill can sell for you too. **Ask Chas. B. Tucker**, Commercial Manager at **WERH** or any of **Hil F. Best Company** representatives. They'll be pleased to tell you how.

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970 KC
HAMILTON, ALA.
HUGH J. FITE, President

WERH
National Representatives
HIL F. BEST COMPANY

helped the general along the way to an understanding of the "bogey" on the radar screen, played their roles with welcome restraint. The commercials, either by design or accident, fitted well into the general temper of the play.

Production cost: About $30,000.

Sponsored by Pontiac Motor Division of General Motors Corp. through MacManus, John & Adams, on NBC-TV, Tues., 9:30-10:30 p.m. EDT.

Stars: Paul Douglas, Nina Foch, Albert Dekker, Walter Abel, Conrad Nagel.

Producer: Fred Coe; associate producer: Bill Nichols; director: Delbert Mann; associate director: Adrian Luchari; writer: David Davidson, tv adaptation from "The Answer" by Philip Wylie; casting: Everett Chambers.

RED SKELTON SHOW

MUGGING Red Skelton returned to the air Sept. 27 and his first show was real funny. Real funny, that is, in a burlesque-type manner of speaking. He was the same Red Skelton, understand, but he confined his portrayals to a single characterization—Red Skelton.

Mr. Skelton did three skits all with the same story line—the trip from Los Angeles to New York (his first two shows are originating on the East Coast). This gave the impish comic an opportunity to do a run down on different ways people say goodbye at railroad stations (drunk, sailor, newlywed, old married man), a chuckly bit about trying to get a seat in the diner abroad the train and a long skit about getting a taxi in New York on arrival.

The diner skit gave rise to the funniest bit on the show: Mr. Skelton walking through interminable cars in order to get to the diner. The final sketch brought guest star, solemn faced Ed Sullivan, onstage as a bus driver. (Jackie Gleason was Skelton's next guest; get it?) This was pure slapstick, at which Skelton is a master.

Production cost: $42,000.

Sponsored on alternate weeks by S. C. Johnson & Son through Needham, Louis & Brorby and Pet Milk Co. through Gardner Advertising Agency on CBS-TV, Tues., 9:30-10 p.m., EDT.

Star: Red Skelton.

Producer: Cecil Barker; director: Seymour Berns; music conductor: David Rose; writers: Sherwood Schwartz, Jesse Goldstein, Mort Greene, Dave O'Brien.

SGT. PRESTON OF THE YUKON

A RADIO FAVORITE some 16 years, this film series should be a success in television. How can you miss with fast northwoods drama where the handsome Mounty and his faithful Malamute dog and horse chase through rugged forests after assorted scoundrels who plague their equally assorted frontier neighbors with murder or mischief?

The premiere show raced into the plot of a prospector killing another over a gold strike even before the opening commercial. Good stuff. But as the villain put the blame for the killing on the Mounty's dog, the action slowed and considerable stilted dialogue appeared. Doctor, after examining corpse and discovering no dog marks, assures Sgt. Preston: "My lips are sealed. Professional ethics."

Slightly hard to believe was the childish fear of the big brave woodsmen toward the dog they formerly loved. And Sgt. Preston (Richard Simmons) should rub the shine off his uniform. We know Mountys are neat, but not just out of the box after days and weeks of roaming the wilds with a bedroll.

Parents and teachers will be grateful for the moral values in this one. Not only does good conquer evil and bad man get caught, but there's the more subtle moral of the dead prospector's surviving partner, now rich, telling the Mounty, "I'm going to send a share back home to his family."

Approximate production cost: $30,000.

Sponsored by Quaker Oats Co. through Wherry, Baker & Tilden Inc. on CBS-TV, Tuesday 6:30-7 p.m. PST.

Producer-director: Charles E. Skinner; director of photography: Gil Warrenton; film editor: Alan Crosland Jr.; production executive: Tom Curtis.

EDGAR BERGEN SHOW

SOMETHING was lacking at 7:05 p.m. EDT, Oct. 2, when the *Edgar Bergen Show* moved into that Sunday evening 55-minute period on CBS Radio. All the ingredients to make a good show were there: Mr. Bergen and his two famous pals, the super-sophisticated Charlie McCarthy and the dim-witted Mortimer Snerd; Ray Noble to lead the orchestra and play straight man; Gary Crosby and Carol Richards to handle the songs and Jack Kirkwood as comedy guest. But they didn't add up to much, particularly in the comedy line. Sample quips: from Charlie, referring to the network, "Columbia, gem of the ozone." And from Mortimer, speaking of the recent big winds, "Our hurricane cellar was no good; we couldn't get the hurricane to go into it." A commercial or two might have pepped things up, but the show is sponsorless.

Production cost: approximately $35,000.

Broadcast: Sun., 7:05-8 p.m. on CBS Radio.

Stars: Edgar Bergen and dummies; Gary Crosby, Carol Richards, Ray Noble, Jack Kirkwood.

Producer-director: Sam Pierce; writers: Zeno Klinker and Si Rose.

M-G-M PARADE

YOU WOULD THINK the entrance into tv of one of the major Hollywood studios would result in something to make viewers sit up and take notice. Slick at least, opulent maybe (but not necessarily), different than what we've been watching.

Well, *M-G-M Parade* is slick all right. It has the professional polish that indicates craftsmen are at work. But the Sept. 21 telecast was a tired and spiritless performance. *MGM Parade* impresses as a long, long trailer.

George Murphy, permanent master of ceremonies, was called on to introduce (1) a 30-second clip from the "Wizard of Oz" (Judy Garland, Bert Lahr and the other notables singing the immortal "We're Off to See the Wizard"); (2) a long, 10-minute silent film about Alfred Nobel (with narration); (3) a long, 10-minute animated cartoon whose title we've forgotten but which featured a couple of squirrels, and (4) a short short of Gene Kelly in a singing-dancing bit from "It's Always Fair Weather."

At one point, Mr. Murphy pointed out some of the trophies M-G-M has won in its long and, in many instances, distinguished career. That must have been the M-G-M commercial; we can't recall anything else.

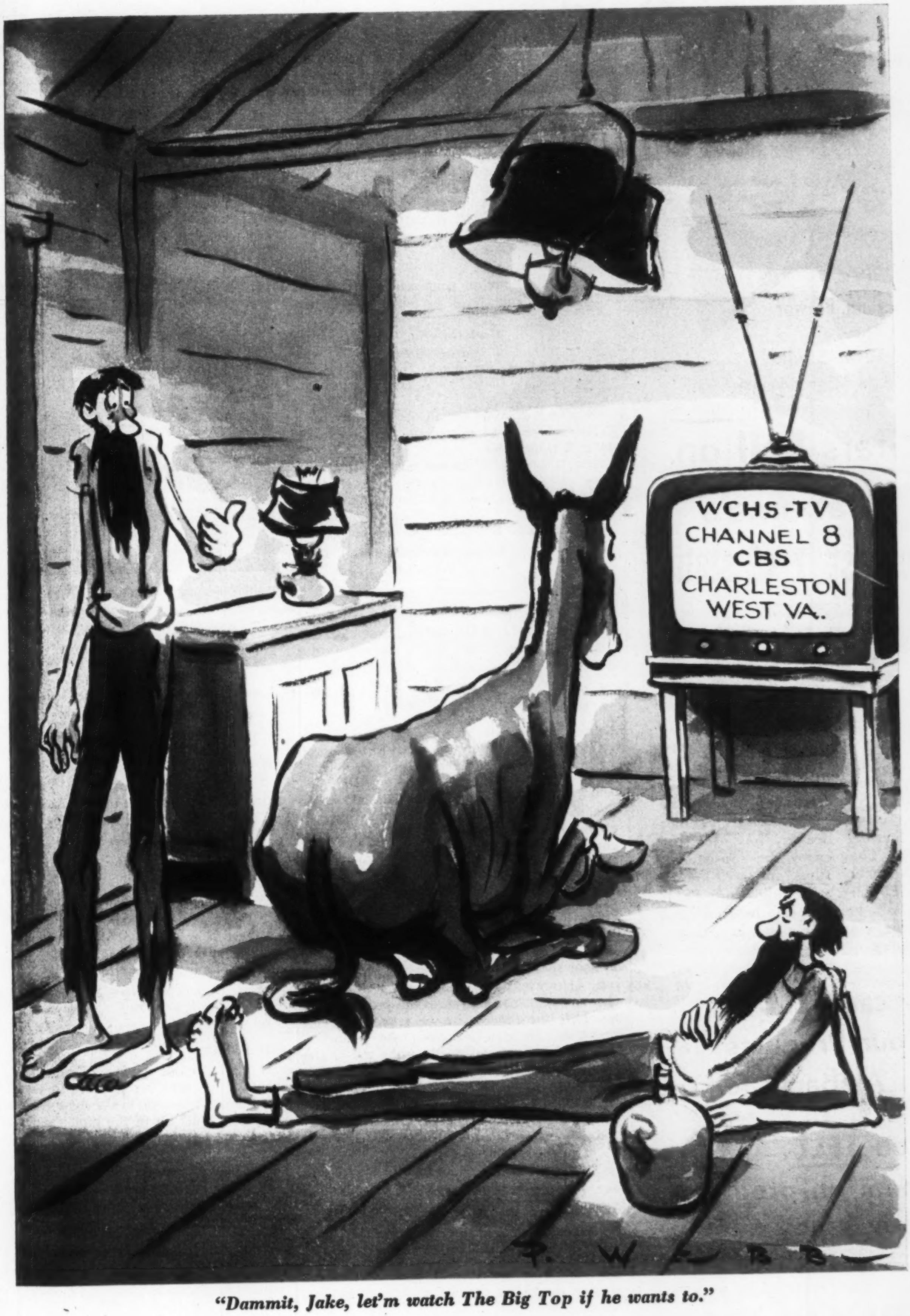
Verdict: Good for the look-and-run viewer.

Production cost: $45,000.

Sponsored by American Tobacco Co. (Pall Mall) through Sullivan, Stauffer, Colwell & Bayles and General Foods Corp. (Instant Maxwell House) through Young & Rubicam, alternate Wednesdays, 8:30-9 p.m. EDT on ABC-TV.

Host: George Murphy.

Executive producer: Leslie Peterson; associate producer: Jack Atlas; adaptation by Ray Wander; film editor: Ira Heyman; assistant director: Arvid Griffin; cameraman: Harold Marzorati.


WCHS-TV
CHANNEL 8
CBS
CHARLESTON
WEST VA.
P. WEBB

"Dammit, Jake, let'm watch The Big Top if he wants to."

Sterling Brewer
Star of
"Star Studio"
11 to Noon, Monday-Friday

Stars Sell on Alabama's greatest TV station

WABT
Birmingham

When the morning chores are done, housewives are ready to relax. They tune in "Star Studio." They like the cheerful smile and friendly manner of Sterling Brewer, host for the show. They enjoy the consistently high quality films and well-known movie stars. Sterling and "Star Studio" keep them looking and listening into the noon hour every weekday.

You can SELL
Your Products
to Alabama folks

If you TELL
them on programs
they enjoy seeing

Represented by
BLAIR-TV

OPEN MIKE

Radio '55

EDITOR:

The last couple of weeks have been a bit hectic or I would have written you before this, but I certainly want to congratulate you on the radio issue of Sept. 19.

The book was replete with excellent articles on radio and well documented with facts and figures. It certainly must have been evident to everyone who read the issue that radio was really again on the rise. I think you did a real service to radio.

Arthur Hull Hayes, Pres.
CBS Radio, New York

EDITOR:

Congratulations on your solid am issue. Its content and impact will be felt in many quarters.

Carl Haverlin, Pres.
Broadcast Music Inc.
New York

EDITOR:

Since I was doing my all on jury duty for a couple of weeks, I missed out on some good reading for a time.

But it's never too late to tell you that your issue on radio's renaissance was very well done. I liked all the features, including the little chart device you used. Glad we were able to contribute a little, and congratulations on the issue.

Murry Harris, Pub. Rel. Dir.
A. C. Nielsen Co., New York

EDITOR:

. . . I think your special 144-page report on "Radio in 1955," is one of the most outstanding jobs you have done in the history of your magazine . . .

Harvey L. Glascock, V. P. & Gen. Mgr.
WKDA Nashville, Tenn.

EDITOR:

Your Sept. 19 issue with the report on radio in 1955 has done a service most worth while to the industry.

We think it will help us sell radio and would like to have 50 copies of the entire issue to circulate to local advertisers. Please bill us, and congratulations on a fine job.

James H. Firmin, Gen. Mgr.
WMOK Metropolis, Ill.

Cavalcade Tops Question

EDITOR:

Your special radio report . . . is an excellent one. However, your article on *The $64,000 Question* contains an error, as this program does not have the largest live tv network in current use . . .

The advertiser consistently using the largest weekly live tv network happens to be the Gillette Safety Razor Co.'s *Cavalcade of Sports* on NBC-TV. This current week (of Sept. 26) will have 144 live stations for Gillette's Friday night boxing bout.

Ray Stone
Maxon Inc., New York

Olympic Film Rights

EDITOR:

I was interested in your recent article in the film section of the Aug. 29 issue of B•T regarding the rights claimed by two Canadians for exclusive rights to film the Olympic Games in 1956.

If the persons involved are fortunate enough to have this permission it is probably the first time such authority has ever been granted to a commercial producer outside of the host country. It is my understanding that in all the past Olympic Games the host country had exclusive rights to take any and all motion pictures.

Frank J. Havlicek, Asst, to the Pres.
Reid H. Ray Film Industries
St. Paul, Minn.

In the Bag

EDITOR:

Last week George Patton of WBML Macon, Ga., came by to see me "toting" a huge suitcase. At first I thought he planned to camp in my office, but he opened up the suitcase to display a parcel of fan mail from the program of his new Negro disc jockey—King Bee.

I thought in my 14 years in the agency I had seen most of the bags of tricks, but this was a new promotion twist for me . . .

Sarah Williams, Media Dir.
Liller, Neal & Battle
Atlanta, Ga.

TELECASTING YEARBOOK

EDITOR:

. . . the latest YEARBOOK. It is a handsome testimony of the growth of a whole new industry in only a third of a century.

Herbert Hoover
New York

EDITOR:

I have just finished going through your 1955-56 TELECASTING YEARBOOK.

There is a wealth of information in it this year as in other years and we will continue to use it as our primary reference book.

Frank Minehan
Sullivan, Stauffer, Colwell & Bayles
New York

EDITORS:

Congratulations on one of the finest Yearbooks it has been my pleasure to own since I entered the television ranks eight years ago.

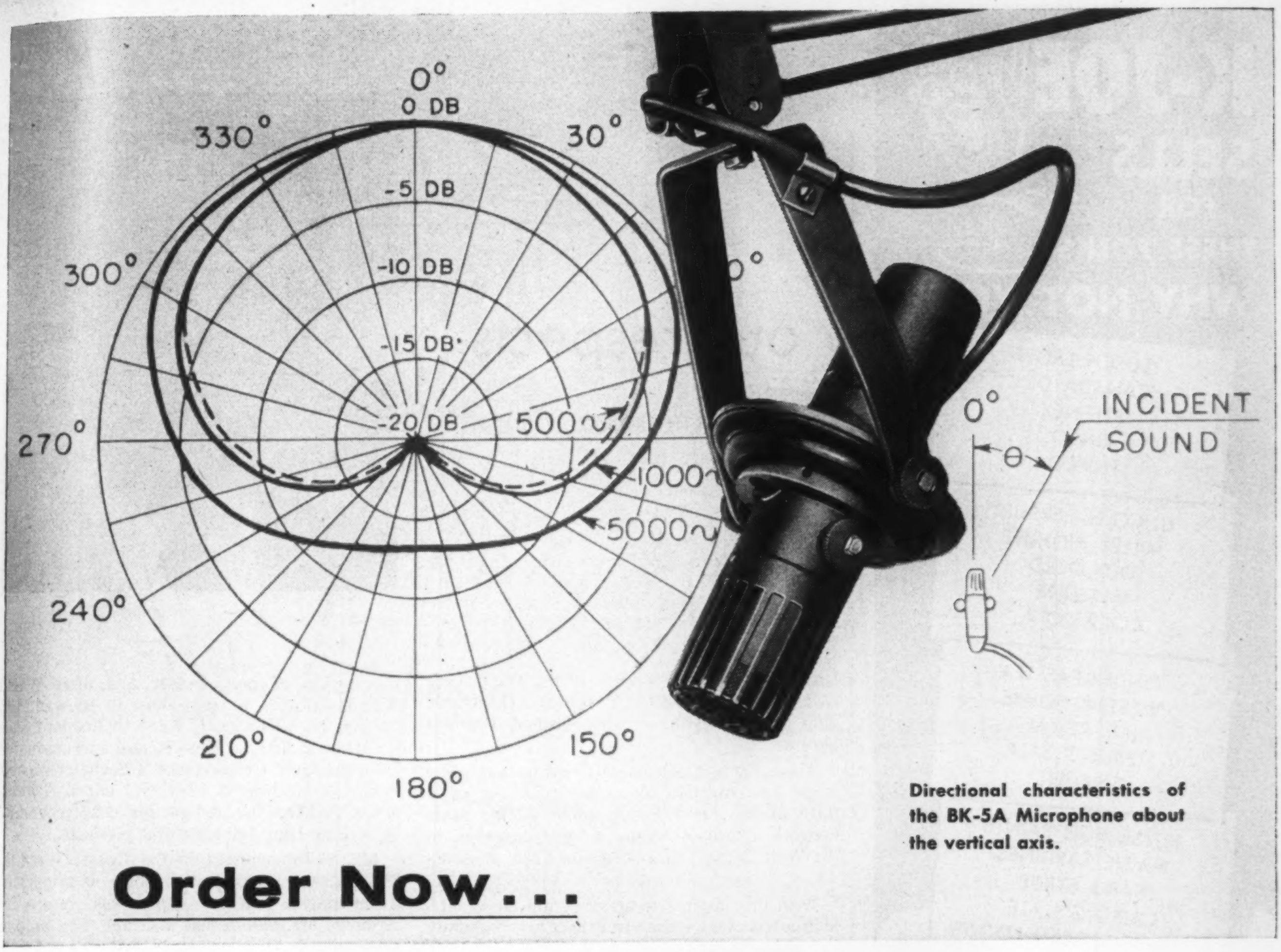
It gets better all of the time—and that goes for the weekly publications you clever journalists get out for increasing our knowledge of what's going on in tv. Keep up the good work.

David A. Bader, V. P.
Atlantic Television Corp.
New York

EDITOR:

. . . I'm sure there will be innumerable opportunities for us to check it for such information as is required in this highly specialized field.

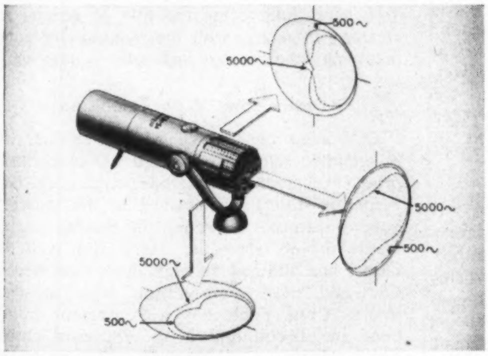
Marjorie C. Scanlan, Timebuyer
Kudner Agency, New York



Directional characteristics of the BK-5A Microphone about the vertical axis.

Order Now...

RCA's NEW BK-5A UNIAXIAL MICROPHONE



DIRECTIONAL CHARACTERISTICS about the major axis. At low frequencies the pickup pattern is a true cardioid. At 5000 cps and above, the pattern becomes fan shaped.

BK-5A Microphone with Wind Screen and new, improved Boom Mount.

BK-5A mounted on Type 91-C Desk Stand.

Today's most versatile sound pickup unit

The RCA Uniaxial Microphone meets the increasing need for a high-quality ribbon microphone with superior directional characteristics. This microphone is truly uniaxial; its direction of maximum sensitivity has been designed to coincide with the major axis of the microphone. The BK-5A is built for simple and sure handling when mounted on a boom. Its improved shock mount effectively isolates microphone from boom support and does not itself generate any noise, thus assuring noise-free handling. Sensitivity to wind is also reduced. Premium performance, classic styling and ease of handling will assure years of successful application.

Ask your RCA Broadcast Sales Representative for complete information. In Canada, write RCA VICTOR Company Limited, Montreal.

FEATURES OF RCA TYPE BK-5A MICROPHONE

- ★ Uniaxial feature simplifies microphone and camera placement
- ★ Improved directional characteristics with wide pickup angle
- ★ High quality reproduction to 15,000 cycles
- ★ Small and lightweight for TV boom operation
- ★ Sturdy construction with blast filter to reduce effect of violent noises
- ★ Exceptional shielding for operation in high hum fields
- ★ Wind screen available for outdoor use or fast-panning shots
- ★ No rubber bands to replace, with new shock mount
- ★ Improved longer-life flexible cable

Pioneers in AM Broadcasting for Over 25 Years

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N. J.

K-JOE SELLS FOR THESE FOLKS WHY NOT YOU?

BUSCH LAGER
CANADA DRY
KLEENEX
RINSO
PHILCO

LINCOLN-MERCURY
MILLER HIGHLIFE
OLD GOLD
VASELINE
COCA-COLA

TENDERLEAF TEA
WESTINGHOUSE
U.S. ROYAL
STERLING SALT
SURE-JELL

PITTSBURGH PAINTS
MAINE SARDINES
KARO SYRUP
CARLING'S ALE
BIRDSEYE FROZEN FOODS

CASS
MILLER
LAFAYETTE
COLUMBIA
MARION
CLAIBORNE
HARRISON
K-JOE
SHREVEPORT
WEBSTER
BIENVILLE
PANOLA
DESOTO
RED RIVER
SHELBY
2.0mv
0.1mv

74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING TEN COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER.

A Leading Independent
In The New South

See FORJOE for K-JOE

K-JOE

1000 WATTS DAYTIME
NON-DIRECTIONAL
SHREVEPORT, LA.

our respects

to KENNETH LEONARD SKILLIN

LAST SATURDAY'S return of the *The George Gobel Show* on NBC-TV brings a justifiable glint of pride to the eyes of Kenneth Leonard Skillin.

The same transformation is apt to take place when you mention Armour's purchase of a third of the *Perry Como Show* on the same network alternate weeks or participations in the Walt Disney *Mickey Mouse Club* on ABC-TV.

With this impressive array of top talent, Mr. Skillin has every reason to expect his company's broadcast budget to return even greater dividends during the coming season.

Meat packers being what they are, their advertising managers reckon their media expenditures coolly to push a variety of products, including all kinds of meat, margarine, dog food, poultry and soap products.

While Ken Skillin has been filling his new post of general manager of the advertising and sales promotion departments since only August 1954, he is recognized as an old hand around Armour—just about the only company he has ever worked for in his relatively young advertising career. Much of his business activity has been labored on behalf of Dial soap (Mr. Gobel's alternate-week sponsor, handled by Armour Auxiliaries group).

Varied Duties

At Armour & Co., Mr. Skillin exercises functional control over all products and line authority over food as a sort of senior advertising manager. Under his authority Armour spends perhaps a third of its overall advertising budget on broadcast media. Aside from Messrs. Gobel, Como and Disney, the firm also utilizes spot radio-tv in major markets for assorted products and sponsors Clint Youle, *The Weatherman*, thrice weekly on WNBQ (TV) Chicago. (For the first six months of 1955, as reported by Publishers Information Bureau, Armour spent about twice as much on network radio as on network tv; about $3 million on all media [B•T, Oct. 3].)

Specifically, Armour's broadcast budget for the first half-year included $541,766 for network television. In Network radio, Armour's 6-month tab nearly reached the million dollar mark as it chalked up a total of $936,204.

Mr. Skillin's association with Armour—and Dial soap—was the logical culmination of a progression of posts before and after World War II military service. Born in Berwyn, Ill., on Jan. 11, 1918, young Kenneth Leonard Skillin attended Proviso High School and graduated from the U. of Chicago with a Bachelor of Arts degree in business in 1939. He joined Armour & Co. that October and got his early grounding by writing copy for industrial products.

Mr. Skillin enlisted in the Coast Guard in 1942, serving, among other posts, as skipper of a submarine chaser. Upon his return to Armour, Mr. Skillin was assistant sales promotion manager for two years—1947-49—and sales training supervisor in the household soap department. He was appointed product advertising supervisor for Perk soap and, later, Dial soap (in 1951).

Mr. Skillin was promoted in July 1952 to advertising manager of Armour Auxiliaries (a division of Armour & Co., housing such products as ammonia, adhesives, coated abrasives, industrial and household soaps, chemicals). Two years later came the title of general advertising manager, with the inclusion of duties involving label design and sales promotion.

Dial Grows With Television

Dial soap has grown with television. An imaginative selling idea based on an exclusive product characteristic (stop perspiration odor before it starts) was pushed at the outset in Sunday comics, on radio, in Sunday supplements and on television. Mr. Skillin feels Mr. Gobel has attained a "high degree of association" and "positive correlation" with Dial soap, just as Clint Youle has with Armour franks, ham and bacon and Miss Wisconsin cheese. This advertising philosophy is constantly broached with Armour's agencies—Foote, Cone & Belding, Tatham-Laird, N. W. Ayer & Son, and others on lesser-known accounts.

Mr. Skillin has observed:

"Everything has gone up in price. The price of television has gone up because the demand is there . . . and it's there because it's an effective selling medium."

Mr. Skillin married the former Irene Martin in 1942. They live in Riverside, a Chicago suburb.

Mr. Skillin's favorite hobby is traveling, when he can get away from the pressing duties of an advertising executive long enough to enjoy the time-consuming pastime.

Looking for coverage?...

look to wfmy-tv!

Keep your prospects well covered in the Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV.

Since 1949, WFMY-TV has been the key salesman to this top TV market where some 2 million potential customers live, work and buy! WFMY-TV's 100,000 watt coverage of this $2.3 billion—46 county—market means greater sales and profits for you.

Call your H-R-P man today for the full story of WFMY-TV ... basic CBS for the entire Prosperous Piedmont.

wfmy-tv

Channel 2

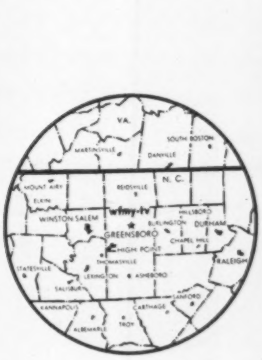
GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco

Now In Our Sixth Year


VA.
SOUTH BOSTON
MARTINSVILLE
DANVILLE
N.C.
MOUNT AIRY
REIDSVILLE
ELKIN
WINSTON SALEM
wfmy-tv
BURLINGTON
HILLSBORO
GREENSBORO
DURHAM
HIGH POINT
CHAPEL HILL
STATESVILLE
THOMASVILLE
RALEIGH
LEXINGTON
ASHEBORO
SALISBURY
SANFORD
KANNAPOLIS
CARTHAGE
ALBEMARLE
TROY

Decision-makers who plan nation-wide sales strategy are

SOLD

Benrus and its agency,
Biow-Beirn-Toigo, Inc.,
are Sold On Spot as a
basic advertising medium

More and more advertisers are switching to Spot Radio and Spot Television. Benrus, for instance, now places 99% of its total advertising budget in Spot . . . 52-week schedules in selected markets.

The key word is *selected*. Benrus, like many other advertisers, must reach varied consumer groups — men and women, young and old, in all income strata. Spot enables Benrus to *select* its markets, time periods, and types of audiences. In this manner Benrus sales messages are assured of reaching a wide range of potential customers.

Spot can sell for you, too . . . whether your prospects are in a specific audience group or in a cross-section of consumers. Call your agency or an NBC Spot Sales representative. You'll see what Spot can do for your campaign in twelve major markets, accounting for 45% of the nation's retail sales.

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N.Y., Chicago, Detroit, Cleveland, Washington, San Francisco, Los Angeles, Charlotte, Atlanta*, Dallas** **Bomar-Lowrance Associates*

representing Radio Stations:
KNBC *San Francisco,* KSD *St. Louis,* WRC *Washington, D. C.,* WTAM *Cleveland,* KOMO *Seattle,* WAVE *Louisville,* KGU *Honolulu, Hawaii,* WRCA *New York,* WMAQ *Chicago, and the NBC Western Radio* NETWORK

representing Television Stations:
KRCA *Los Angeles,* KSD-TV *St. Louis,* WRC-TV *Washington, D.C.,* WNBK *Cleveland,* KOMO-TV *Seattle,* KPTV *Portland, Oregon,* WAVE-TV *Louisville,* WRGB *Schenectady-Albany-Troy* KONA-TV *Honolulu, Hawaii,* WRCA-TV *New York,* WNBQ *Chicago*

Left to right:
Len Tarcher—*Account Executive, Biow-Beirn-Toigo*
Bill Decker—*Television Salesman, NBC Spot Sales*
Oscar M. Lazarus—*Benrus Watch Company*
Jack Tarcher—*V. P., Account Supervisor, Biow-Beirn-Toigo*
Harvey Bond—*Director of Advertising, Benrus Watch Co.*

HOMEMAKERS
ARE STARS
on
wbns-tv's
KITCHEN FAIR

Homemakers, from city apartments to rural homesteads, drawn from throughout **wbns-tv's** extensive 33-county coverage area, are the stars of this unique homemaking series. Appearing with hostess Jeanne Shea, they prepare their treasured family recipes, give up-to-the-minute serving ideas, and economical household hints to the thousands of "Kitchen Fair's" loyal viewers.

Since the inception, a little more than a year ago, of this unusual household show, presented *by* homemakers, *to* homemakers, over 400 women have been hostesses in the **wbns-tv** kitchen. Occasional guest celebrities such as Roxanne and Adolphe Menjou, add additional sparkle to the series.

Through the preparation of their favorite dishes, these homemakers give unsolicited testimonials for numerous sponsors' products . . . and in the mailing of recipe requests which average 7,000 per month, a complete listing of sponsors products is also given.

Assisted by Jeanne Shea, and home economist Ann Hunziker, who serves as program coordinator, the homemakers of central Ohio present a "show of their own".

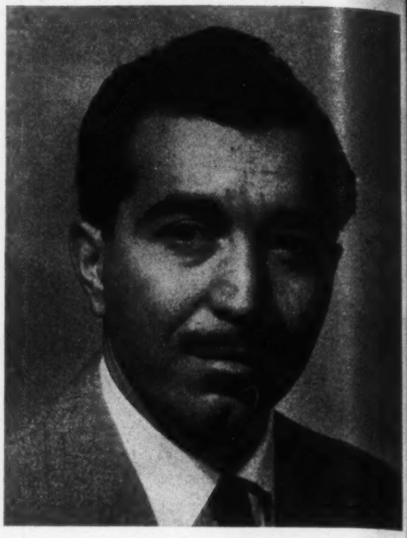
Here is a program which gives you excellent spot participation, backed by bonus promotions — an excellent opportunity to successfully sell your clients products.

wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV



ALLAN DAVID

on all accounts

MANY an enterprising executive has fought the battle of getting recognition in the agency and production fields, and Allan David of Chicago was no exception, before and after Korea in 1952.

Battleground Korea was more than just a book by Mr. David, too, because it marked the beginning of a friendship with an NBC foreign correspondent and provided the genesis of an idea for a new program. The past fortnight, *Dateline* made its bow on WGN-TV Chicago with Richard Applegate, former NBC correspondent.

Today, *Dateline* is only one of Mr. David's enterprises (as producer-packager), an adjunct to the full-time business of running his own advertising agency. Among his accounts are Independent Reliable Merchants Assn. (tv-appliance store chain), which sponsors *Dateline;* Triad Home Improvements (radio-tv spots, programs); Walter & Arthur Krenzien Co. (toys on tv); Jewelers Assn. of Chicago, and Sportsman's Golf Corp.

Mr. David, who specializes in "chain" accounts as head of Allan David Adv. Agency feels that while television may, basically, be too costly for the average local account, it is "far and away the most effective advertising medium" for companies with three or more outlets. He is sold on the appeal of tv as a visual medium and on radio spots for "multiplicity of reminders" where product claims are similar among competing brands (cigars, etc.).

A native of Chicago (July 4, 1922), Allan A. David started as a freelance layout artist after attending Northwestern U. After serving overseas with the 81st Div. as a first lieutenant during World War II, he resolved to start his own agency once he got enough background and experience. For two years after the war he was advertising manager of the Malden Co.

Organizing his own agency he handled such radio accounts as Community Stores, Parker House Sausage, Portis Hats and others (estimated three-year billings: $200,000). Recalled to military duty he became public information officer for the 25th Infantry Div. (He was thrice decorated.) After Korea he restarted his own agency. Recently he set up a new tv production department (his properties: *Ebony Showcase, Marriage by Jury, Your Lucky Star, University Playhouse).*

Mr. David and his wife, Mildred, and two youngsters (Carole, 11, and Brian, 7) live in Northbrook, a Chicago suburb. His hobbies are golf and painting.

WE BELIEVE IN ADVERTISING!

STORIES OF THE CENTURY
HONER BELL
PHOENIX
FIVE STAR PLAYHOUSE
COLONEL MARCH
BETTER SEE CHANNEL 5
KPHO-TV
OUT FRONT WITH CHANNEL 5
KPHO TV
3 STAR NEWS
CHARLIE

Phoenix' first billboard-bus is one of the many media currently promoting KPHO-TV and its programs: newspapers, magazines, bus cards, billboards, downtown waste baskets, window displays, point-of-sale displays, matchbooks, pencils, postcards, glass tumblers, mirror paperweights, station publications, consistent direct mail.

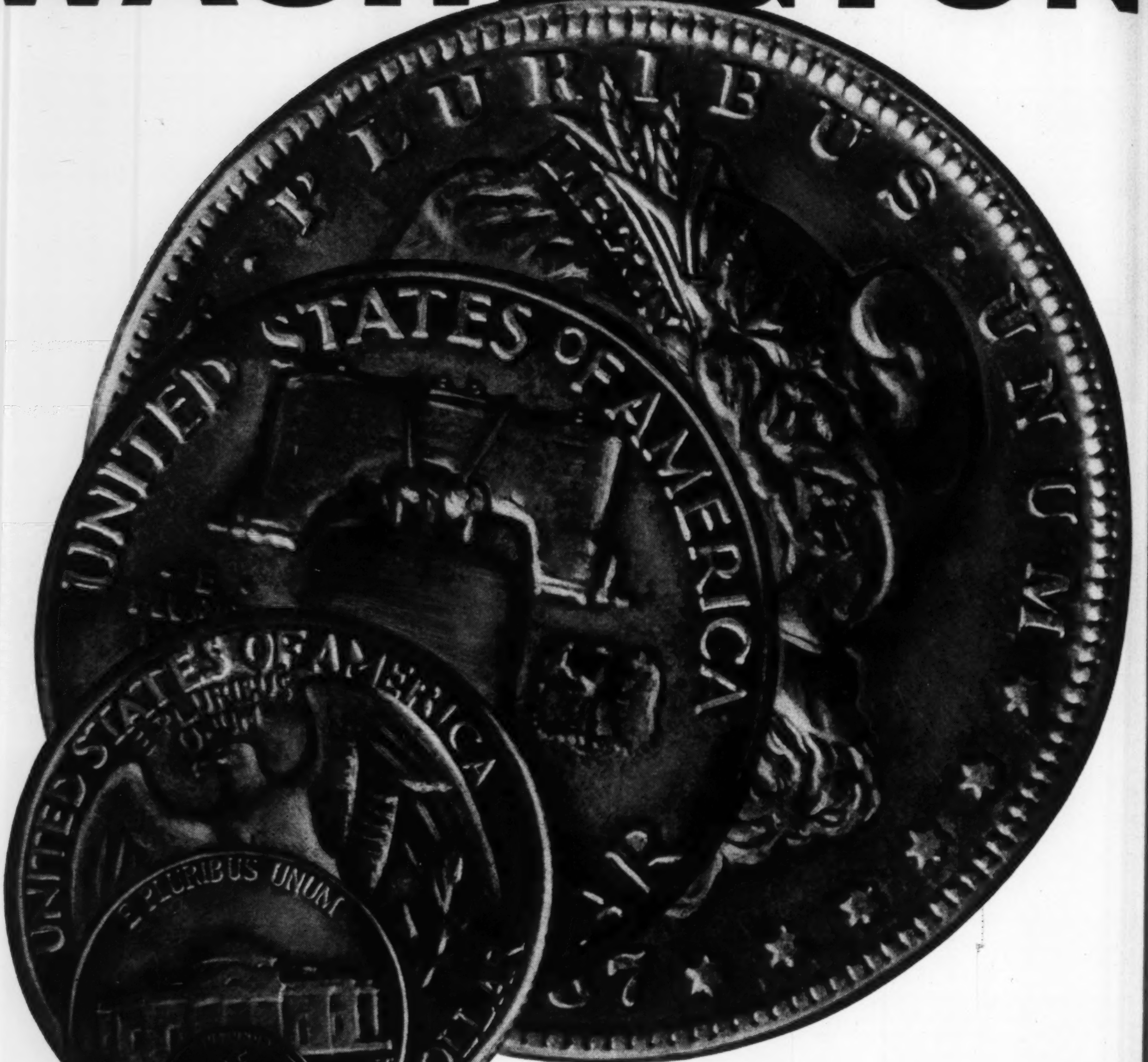
...AND ADVERTISERS BELIEVE IN US!

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV' Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

WASHINGTON



the growth market

Every advertiser recognizes the nation's capital as a primary selling target, to be included in any major campaign with its:

• *728,000 families in the metropolitan area.* • *$4,532,064,000 in effective buying power.* • *second-highest family income in the country.* • *position as 10th largest U. S. market.*

Washington is also a major *growth* market. The next ten years will see Washington grow at a faster pace than the country as a whole, moving into *8th* place among the nation's markets. According to the Washington Board of Trade, metropolitan population will mount by nearly 25% to a high of 2,305,000.

And in this major *growth* market, advertisers recognize WRC and WRC-TV as the *growth* stations. That's why in the past year both WRC and WRC-TV have seen a vast increase in billing. Advertisers are spending *more* because they are *selling more* on Washington's most effective stations.

Grow with Washington . . . by calling

WRC AM-FM WRC-TV

in Washington *represented by NBC Spot Sales*

BROADCASTING
TELECASTING

October 10, 1955

Vol. 49, No. 15

FCC ASKS FOR MILITARY V'S, DIGS INTO UHF-VHF WRANGLE

- **CBS proposes vhf drop-ins to assure top-100-market service**
- **ABC suggests: hold on to uhf, deintermix, add vhfs**
- **And an engineer says v's can be added to 234 cities**
- **Broadcast Bureau drafts four alternative courses of action**

A DECISION fraught with significance to the future of American television was made by the FCC last week.

It officially requested that the military swap some of its vhf frequencies for uhf.

The implications are that the Commission has decided to concentrate on acquiring additional vhf channels to dissolve the complex uhf-vhf problem.

The request for more vhf frequencies was made by FCC Chairman George C. McConnaughey in a letter to Arthur S. Flemming, director of the Office of Defense Mobilization. Frequencies used by government agencies are not under the FCC's jurisdiction and must be released by the President.

The move followed Commission meetings on the uhf-vhf situation last Monday and Tuesday. These were the initial sessions called by the chairman to grapple with the problems arising from the economic plight of uhf, particularly in intermixed markets.

At the same time, the FCC in an unexpected move scheduled for Oct. 17 consideration the pending deintermixture petitions. They involve Hartford, Conn.; Peoria, Ill.; Evansville, Ind.; Madison, Wis., and Albany, N. Y.

It had been expected that the FCC would delay consideration of the deintermixture petitions until it had formulated policy regarding the current allocations wrangle.

Meanwhile, the Commission was given two more proposed plans last week—by CBS and ABC.

Both urged that as many of the first 100 markets as possible be given at least three equal facilities.

CBS recommended that this be done by vhf drop-ins, plus two deintermixtures. As an alternative, CBS suggested the acquisition of three vhf channels from other areas and the abandonment of uhf.

ABC proposed deintermixtures, plus some drop-ins.

Both plans were similar in broad outline to the Mullaney-Welch, Mott & Morgan plan which proposed lessening separation factors for co-channel stations [B•T, Aug. 8]. They are also similar in part to Comr. Robert E. Lee's proposals recommending the same.

A supplemental document was submitted last week by Mr. Mullaney to answer some of the criticisms directed at his plan. At the same time he submitted a list of 234 cities where additional vhf stations could be assigned.

When the FCC began its deliberations last week it had before it a resume of the uhf-vhf problem and a rundown of the various proposals to resolve the dilemma. This had been prepared by the Rules & Standards Div. of the Broadcast Bureau.

There had been a belief in some quarters that the FCC might ask for the establishment of a joint-industry-government committee to review the problem and make recommendations. Although this was still a hope in some quarters (within the Commission as well as among industry leaders), no move was made to utilize this method.

However, Chairman McConnaughey has an appointment with Dr. Allen B. DuMont to discuss this problem tomorrow (Tuesday).

The FCC's move to ask for channels from the military services was considered historic in FCC annals. Although there always has been talk of seeking more spectrum space from government sources, nothing had ever come of it.

There have been warnings by engineers and manufacturers that it would be impossible to get the military to release any of its frequencies. However, some Commission sources expressed a quiet optimism regarding last week's request.

One aspect of this approach, which has been pointed up previously, relates to the prospect that before the military, or any government agency, will give up any of its radio wavelengths, it will require assurance that funds will be available to shift services to other portions of the spectrum.

Over the years, it is understood, there have been adjustments made between government and civilian space, but never has there been a major swap. The division of the spectrum between government and civilian use was last made in 1945.

Urging such a move have been Comr. Lee and Comr. Robert T. Bartley.

The move to take up the deintermixture petitions before settling the allocations problem caused both glee and unhappiness in broadcast quarters. Vhf applicants holding initial decisions were hopeful that this heralded

HOW THEY STAND, OR SEEM TO

McConnaughey, Doerfer, Mack, Hyde, Bartley, Webster, Lee

HOW DO the FCC members line up on the momentous questions of deintermixture, additional vhf channels, drop-ins, directionals, and the other facets of the uhf-vhf television problem now being considered?

None would welcome being categorized at this early date, but there have been things said and attitudes expressed that make the following leanings more than mere guesswork:

Chairman McConnaughey — Earnestly seeking best solution. Not too happy about deintermixture. Wants to save uhf or part of it or pull real coup by acquiring extra vhfs from military.

Comr. Doerfer—Deintermixture virtually anathema. Is concerned about "white" areas unserved by u's. Has recommended, whether seriously is questionable, that major cities, like New York, Chicago, Los Angeles, etc., be made all uhf, with vhf assigned for large area coverage.

Comr. Mack—Too new to have opinions.

Comr. Hyde—Believes full fledged tv service needs uhf. Is willing to deintermix and drop in where necessary to equalize facilities. Thinks economics should be seriously considered. Is one of two present commissioners who participated in Sixth Report & Order.

Comr. Bartley—If more vhf channels can be secured from military and government portions of spectrum, problems would be solved. Called for such a move a year ago.

Comr. Webster—Second of present commissioners who participated in Sixth Report & Order. Has been overseas on international meetings last seven weeks. No expressions known publicly or privately.

Comr. Lee—Leader in publicly calling for addition of vhf frequencies from military and government. Also has called for lower separations to permit drop-ins. Has publicly stated uhf unable to compete with vhf and should be dropped.

an end to what some called an informal "freeze." De-intermixture proponents were disheartened that a decision might be made before uhf's future was decided.

Pending a reply to its request to ODM, the Commission has no plans to continue consideration of the uhf-vhf situation, it was ascertained.

Nor has the Commission made any determination on what to do should the military refuse to "negotiate."

In addition to the formal deintermixture petitions pending an FCC decision, there are about a dozen other petitions on file with the FCC. These involve such cities as Miami, Fla.; Corpus Christi, Tex., and Fresno, Calif.

In Miami, Storer Broadcasting Co., owner of ch. 23 WGBS-TV, asked the Commission to delay any move to make final pending initial decisions there until a determination was made on deintermixture. After the Commission refused to agree to this, Storer sought an injunction against the FCC on this point in the U. S. Court of Appeals in Washington. Argument on this petition was to have been held Oct. 6, but this was continued without a date early last week.

V'S FOR TOP 100—CBS

PROPOSAL that vhf drop-ins be used to provide at least three equivalent tv services in as many of the top 100 markets in the United States as possible was presented to the FCC Thursday by CBS.

The plan, submitted by CBS President Frank Stanton and aides at an unprecedented 2½-hour meeting with FCC Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, John C. Doerfer, Robert T. Bartley and Richard A. Mack, provided for two alternatives: Continued use of uhf or abandonment of uhf.

The CBS officials recommended the continued use of uhf, on the ground that it was something that could be accomplished immediately. The second plan would require three additional vhf channels from fm and government-military services.

The first plan, designated Plan A, involves assigning vhf channels with distances less than those now required. The second plan, Plan B, contemplates the use of three additional vhf channels in exchange for giving up the uhf band. It also provides for a limited number of drop-ins.

Under Plan A, 84 of the top 100 markets could have three competitive facilities, CBS said. At present only 52 of the top 100 markets have three equal outlets. Sixteen of the top 100 markets would continue as mixed uhf-vhf markets.

Six of the 84 markets which do not now have existing vhf operations would be assigned uhf channels only. This would require only two deintermixtures, CBS said: Peoria and Madison.

Eighty-five percent of the people in the U. S. can be covered from the first 100 markets, CBS pointed out.

Plan B, CBS pointed out, would permit all of the top 100 markets to have three or more vhf channels.

In using drop-ins under Plan A, CBS said it would adhere to the present 60-mile adjacent channel separation factor. Existing stations would be protected to the Grade B contour, the network added, with stations computed at maximum power and antenna heights in all zones (including the newly authorized, but not yet effective, 1,250 ft. height in Zone I).

The use of directional antennas to minimize radiation toward existing stations is contemplated by the network, it said, as is cross-polarization.

CBS warned that the relaxation of minimum co-channel separation factors should not be used as precedent for making additional vhf assignments in smaller markets, nor to provide more than three assignments in the major markets.

"This proviso seems necessary," CBS said, "to prevent step-by-step reduction in service to the public, as has occurred on many frequencies in the standard broadcast band."

Minimums should be no lower than 130 miles in Zone I, 140 miles in Zone II and 150 miles in Zone III, CBS said.

Most new stations would be able to radiate full power in several directions, CBS said. The lowest powered of the new stations (chs. 2 and 4 in Binghamton, N. Y.) utilizing vertical polarization would be limited toward New York to 400 w at 500 ft., but would be able to radiate 40 kw north and south, CBS indicated. This would give it an interference free area of 40 miles in the maximum direction and about 15 miles in the direction of the dominant stations.

In addition to drop-ins, CBS said it also envisaged "move-ins." These would entail moving eight "outlying" vhf stations into major markets in order to give the major market three vhf outlets. In six of these cases, CBS said, moderate directionalization would be required.

The CBS plan also contemplates discarding four assignments, the network declared. These channels are unused and have not been applied for, it pointed out. Deletion of these channels will permit the assignment of additional vhf channels to four leading markets, giving them three competitive facilities.

[For a list of cities where drop-ins, move-ins and deletions would take place, see list adjoining.]

In discussing the need for deintermixture in Peoria and Madison, CBS said that ch. 8 could be moved from Peoria to Rock Island-Davenport-Moline. There would be no need to deintermix Hartford, CBS said, if the FCC approves the purchases of CBS and NBC there. CBS is buying ch. 18 WGTH-TV Hartford, while NBC is buying ch. 30 WKNB-TV New Britain. Both purchases are pending FCC approval.

CBS emphasized that under its Plan A, the Grade B contours of existing stations would be unaffected. Even fringe area service will continue substantially unchanged, it guessed.

The only expense to the public would be the requirement that receiving antennas be tilted 90 degrees to receive both horizontal and vertical polarization, CBS said. In some cases dual antennas might be necessary, it added. The cost of tilting would be about $10, the network figured.

Drawbacks to the plan proposed by Washington consulting engineer John H. Mullaney and the Washington law firm of Welch, Mott & Morgan [B•T, Aug. 8] were identified by CBS as (1) some of the drop-in stations would not offer strong enough competition to existing stations because of "severe" interference they will suffer from existing stations and because of limitations on power and directional antenna, and (2) "serious" interference with existing service. It added that this proposal would sacrifice service to rural and fringe viewers for the benefit of additional services at major markets.

However, CBS referred to its Plan A as a "controlled form of the Mullaney plan."

CBS' Plan B—the abandonment of uhf and the addition of three more vhf channels—provides at least three comparative facilities in each of the 100 major markets, CBS said. Fifteen vhf channels, plus some drop-ins and move-ins "constitute an adequate basis for the satisfaction" of providing a nationwide, competitive tv system, the network declared. This plan also provides for 50 or more stations outside the coverage areas of the first 100 market stations.

WHERE CBS WOULD PUT THE 25 V'S

HOW 25 vhf channels would be allocated to 20 of the top 100 markets to give each of the first 100 cities at least three equal facilities was enumerated by CBS Thursday when it submitted its proposals to the FCC. Also listed by CBS were the eight "move-ins" and the four vhf deletions, both of which would be required under its Plan A.

The lists follow:

"DROP-INS"

City	*Ch.*
Fresno, Calif.	2
Fresno, Calif.	4
Tampa, Fla.	10
Jacksonville, Fla.	10
Macon, Ga.	3
Macon, Ga.	9
Moline, Ill.	8
Terre Haute, Ind.	5
Baton Rouge, La.	13
New Orleans, La.	11
Jackson, Miss.	10
Springfield, Mo.	5
Albany, N. Y.	7
Albany, N. Y.	10
Binghamton, N. Y.	2
Binghamton, N. Y.	4
Altoona, Pa.	3
Charleston, S. C.	4
Knoxville, Tenn.	8
Austin, Tex.	11
Austin, Tex.	13
Beaumont, Tex.	12
Brownsville, Tex.	2
Norfolk, Va.	5
Green Bay, Wis.	8

PERMISSIVE "MOVE-INS"

Ch.	*From*	*To*
13	Biloxi, Miss.	Mobile, Ala.
2†	Daytona Beach, Fla.[a]	Orlando, Fla.
3†	Kirksville, Mo.	Quincy, Ill.
10‡	El Dorado, Ark.[b]	Shreveport, La.
5‡	Enid, Okla.	Oklahoma City
9‡	Rome, Ga.	Chattanooga, Tenn.
4‡	Bloomington, Ind.	Terre Haute, Ind.
7‡	Lake Charles, La.[c]	Baton Rouge, La.

[a] Channel 11 can be used as replacement.

[b] Channel 13 can be used as replacement.

[c] KPLC-TV can shift to Channel 12 in Beaumont or move to Baton Rouge on Channel 7.

† Granted.

‡ Operating station.

DELETIONS

City	Channel
Bowling Green, Ky.	13
Mitchell, S. D.	5
Hibbing, Minn.	10
Laredo, Tex.	13

The three additional channels—identified as chs. 6A, 6B and 6C—would come from fm (88-94 mc), military (134-140 mc) and government (168-174 mc) in that order, CBS said.

Plan B also contemplates the use of vertical polarization by a few of the new stations and the relaxation of present co-channel separation criteria in some instances. Grade B contours of existing stations will be protected, CBS said, with the contours measured on the basis of full power and maximum antenna height.

There will be a conversion problem for the three new channels, CBS acknowledged, but this should not be excessive—about $10-$20 per set.

Although Plan B contemplates taking care of existing uhf stations, CBS pointed out that about 60 such stations could not be taken care of.

If three additional channels could be obtained promptly, Mr. Stanton said, CBS would recommend Plan B.

But, since this would require protracted negotiations with other federal agencies, CBS favors the immediate adoption of Plan A, Mr. Stanton declared. He pointed out that the adoption of Plan A does not preclude the adoption of Plan B at a later date if additional channels in the vhf band can be secured.

Accompanying Mr. Stanton in his meeting with the Commission were Richard S. Salant, vice president; William B. Lodge, vice president in charge of engineering; Sidney Alexander, economist, and Ralph W. Hardy, vice president, Washington.

ABC'S THREE PROPOSALS

HOLD ON to uhf. De-intermix where practicable. Add vhf frequencies wherever possible so there are at least three vhf channels in each of the first 100 markets.

These are the essentials of a plan proposed formally to the FCC Friday by ABC. The proposals were submitted in the form of a petition to revise the FCC allocations standards and assignments.

In setting out the principles which should be followed, ABC recommended that "partial" deintermixture be accomplished by removing ungranted vhf channels from those cities where existing uhf stations are successfully established. These vhf channels should be assigned to other cities where they are needed, the ABC petition declared.

ABC also called on the Commission to revise the separation factors for co-channel vhf stations down to a minimum of 130 miles if necessary to add a vhf allocation to cities having two vhf operating stations. Power and antenna heights should be correlated, ABC said, so that interference to existing stations will be no greater than that already permitted under existing rules. The Commission should permit directional antennas to accomplish this, ABC said.

Where additional vhf channels cannot be dropped in under these terms, the network declared, unsought vhf educational, reserved channels should be de-reserved, and the reservation switched to an unsought uhf.

ABC also called for the transfer of uhf licenses to the dropped-in vhf channel in such cities, so that existing operations are maintained and uhf operators are not penalized.

In discussing the fundamentals of its proposals, ABC pointed out that it has been unable to obtain a national audience for all its programs because many of the principal markets are limited to only two stations or less.

The inadequacies of vhf to furnish a nationwide service were pointed up by ABC in listing the number of markets which have less than three or four vhf channels among the first 100 cities. Only seven such markets have four or more vhf allocations, ABC stated; 26 have three; 32 have two, 18 have one, and 17 have none.

The major markets must have more tv stations, ABC commented. "If the advertisers' demands cannot be met by television," it said, "they will turn to other media and vast quantities of potential revenue will be lost to television, and, more important, programming will be lost to the public."

If tv is permitted to grow, ABC said, the dollar volume of advertising should be $2 billion in five to seven years, compared with $1 billion this year.

ABC's inability to compete successfully is due primarily to its inability to secure equality of access to facilities, the network said. There are not enough facilities to go around, it said.

During July 1955, ABC pointed out, not quite 11 programs out of 23 offered by the network to broadcasters in the first 15 two-vhf markets were broadcast. Almost half of these broadcast, ABC said, were on a delayed basis, and mostly in undesirable time.

ABC called this an economy of scarcity. It said:

"Large segments of the population are being denied ABC programs, whose quality and popularity are shown by the audiences they command in those areas where there are sufficient stations to permit their being broadcast. Moreover, good programs must have national audiences to justify their expense. ABC's inability to obtain a fully national audience limits its ability to produce programs and to retain the outstanding programs which it has already developed."

Loss of *U. S. Steel Hour* (now on CBS-TV) was due to the fact that ABC could not offer more station clearances, the network said.

Retention of the 70 uhf channels is important, ABC said, in order to overcome monopoly aspects of an all-vhf service. Uhf can be useful, it added, and its disparity with vhf overcome through higher powers—except in areas where terrain is "unusually rugged." It called attention to the fact that the coverage differences between vhf and uhf are less than those between a 1 kw station on 550 kc and a 1 kw station on 1550 kc in the standard broadcast band.

ABC questioned whether enough vhf channels could be obtained soon enough from other portions of the spectrum to be useful. Even if some could be secured soon, ABC said, this would only aggravate the intermixture problem.

One of the principal advantages of its proposal, ABC said, was that it does not preclude "more radical changes should they prove necessary." If the FCC takes its suggestions, it will have done nothing "irretrievable," ABC said. It concluded: "The same cannot be said for proposals which risk complete abandonment of the uhf and severe degradation of existing vhf service."

MORE V'S FOR 234 CITIES

SPECIFIC listing of 234 cities to which additional vhf channels can be allocated was submitted to the FCC last week by John H. Mullaney, Washington consulting engineer. Mr. Mullaney, with the Washington law firm of Welch, Mott & Morgan, proposed last August that the Commission revise its tv thinking to allow vhf drop-ins where no greater interference will be suffered by existing stations than they are liable to under existing rules [B•T, Aug. 8].

The Mullaney-Welch, Mott & Morgan plan is based on present co-channel separations of 170 miles in Zone I, 190 miles in Zone II and 220 miles in Zone III.

In listing the cities to which additional vhf channels can be assigned (see full list page 124), Mr. Mullaney informed the Commission that the average minimum allowable radiation is in excess of 63 kw from 500 ft. antenna height. Many people, he said, drew the conclusion that the plan proposed was a low power, low antenna concept.

Proposed Separation Loss

IF the FCC were to reduce the minimum mileage separation between co-channel stations, this is what existing stations would lose within Grade B contours, the FCC declared in its document reviewing the situation for the commissioners:

ZONE I

Antenna Height	Channels	Coverage Radius (in miles) 170-mile (existing)	125-mile	Loss
500 ft.	2-6	41	31	10
500 ft.	7-13	48	37	11
1,000 ft.	2-6	48	32	16
1,000 ft.	7-13	55	38	17

ZONE II

Antenna Height	Channels	Coverage Radius (in miles) 170-mile (existing)	125-mile	Loss
500 ft.	2-6	45	36	9
500 ft.	7-13	51	43	8
1,000 ft.	2-6	54	40	14
1,000 ft.	7-13	60	46	14

The average separation between a secondary station (a drop-in) and an existing station is 137 miles, and between two secondary stations, 158 miles, he pointed out.

Only 31 of the 108 operating uhf stations cannot be taken care of in this plan, Mr. Mullaney said. These 31 can be taken care of, he added, if lower separations were to be permitted. If these 31 cannot be given vhf channels, Mr. Mullaney said, they should be reassigned to chs. 14-30, with chs. 31-83 turned over to domestic two-way radio service.

Use of directonal antennas would permit far greater powers, Mr. Mullaney declared.

To the objection that the 200 plus channels are not enough to provide a competitive tv system, Mr. Mullaney answered that there are still 153 unasked for vhf assignments. Thus there really is a total of 400 assignments available.

". . . We feel it is a rather simple technical matter to design and build a directional antenna system with [from 15 to 20 db front-to-back ratio] for a nominal sum," Mr. Mullaney said. In Atlanta, he added, it was determined that a simple, four-section corner reflector antenna could be built for less than $10,000. He also derogated criticism of the re-radiation problems with directional antennas. These are reflections bounced off nearby structures which "fill in" what should be diminished signal level areas. These would not be as severe as claimed, he said.

The exceptionally high use of directionalized receiving antennas should also be considered in weighing the drop-in plan, Mr. Mullaney said. The "great majority" of all set owners have directional antenna systems, he said.

The use of vertical and horizontal polarization would also help maintain interference-free segments, Mr. Mullaney declared.

Changeover cost for a uhf operator to operate on vhf should be less than $75,000, Mr. Mullaney said. This is based on the use of a 1 kw transmitter, he said.

There is no problem concerning fitting new vhf operations into the offset carrier patterns of existing assignments, Mr. Mullaney declared.

Also attached to Mr. Mullaney's document was an illustration of the assignment of ch. 4 to Atlanta, Ga. (Mr. Mullaney represents ch. 36 WQXI-TV Atlanta, now dark).

Using present power (100 kw each) and antenna heights of co-channel stations WRBL-TV Columbus, Ga., and WFBC-TV Greenville,

S. C., Mr. Mullaney figured that an Atlanta ch. 4 station could cover a distance of about 21.5 miles. If the Columbus and Greenville stations were to attain maximum antenna height, then the Atlanta ch. 4 station would reach out about 10.5 miles. These computations do not take into account the ability of directional receiving antennas to reject unwanted signals, Mr. Mullaney pointed out.

AS THE STAFF SEES IT

WHEN the FCC commissioners sat down formally last Monday to begin discussing the uhf-vhf problem, they had before them a voluminous review of the situation, prepared by the Broadcast Bureau's Rules & Standards Division. The essence of that paper, which made no recommendations, was as follows:

The alternatives for the present allocations are (1) deintermixture, selective or national; (2) additional vhf assignments; (3) move all tv to uhf, and (4) maintain the status quo.

The solution must take into account, as one of the fundamentals, the economic potentials of the markets to be dealt with. The principal economic factors are (1) cost of building, programming and operating; (2) network affiliations; (3) dominance of the larger existing stations, and (4) lack of uhf conversions.

Discussing the principles which led the FCC in 1952 to intermix uhf and vhf in the same markets, the staff pointed out that this was based on the hope that an integrated uhf-vhf tv service would become established. This decision was also based, the review stated, on the ground that it was impossible to have a nationwide, competitive tv system with only 12 vhf channels, particularly in the crowded northeast. It was also assumed, the document said, that even if it were possible to have markets all uhf or all vhf, there still would be area intermixture (vhf signals coming in from other cities).

The basic approach should still be that established by the Sixth Report and Order, the staff declared. This is (1) universal service, (2) local stations, and (3) multiple services.

Referring to proposals for selective deintermixture (this would unmix areas where uhf has already established itself, maintaining these "islands" against vhf competition), the staff acknowledged that this would help uhf in local situations, but questioned how much good it would do nationally.

Recommendations that the Commission decide each case individually were opposed by the staff. It said a national principle should be established first.

Discussing so-called "squeeze-in" of vhf, the staff submitted tables showing the power and radius of vhf drop-ins using 1,000 ft. antennas and various mileage separations in order not to interfere with existing stations.

At the low end, an 85.5 mile separation was used as one illustration. This would give chs. 2-6 vhf drop-ins 60 w power and a radius of three miles and chs. 7-13, 18 w and two miles. At the upper end, a 125 mile radius was used. This would permit chs. 2-6, 6 kw, with a 17 mile, and chs. 7-13, 8 kw with 19 mile radius.

The staff seemed dubious of directional antennas. Its fear was that reflections from other, nearby structures would make stable directional patterns difficult to achieve. It also pointed out that the establishment of directionals makes it more difficult to select antenna sites.

If a nationwide reallocation, with reduced mileage separations, should be considered, the staff said, it would permit from two to three times the present number of vhf assignments.

If a 125-mile co-channel separation factor is used, this will reduce Grade B coverage of present stations from nine to 17 miles in Zone I and from eight to 14 miles in Zone II (box page 29) using 500 ft. or 1,000 ft. antennas.

The fact that actual spacings in Zone I are greater than the minimum 170 miles was also recorded. Only 4% of the vhf stations in Zone I are exactly 170 miles apart, the staff reported. Half of them are 250 miles or more apart.

Any program contemplating the use of additional vhf channels would have a severe impact on the future of uhf, the staff pointed out. This involves also the public's investment in converters and antenna arrays. Drop-ins or a change in separations would cut into the existing service areas of presently-operating vhf stations, it said. There would be problems fitting in offset carrier patterns of new vhf stations with existing vhf stations, it pointed out.

The move of all tv to uhf frequencies would place a "large price tag" on the public, the Commission staff related, as well as to existing vhf stations. The cost to convert a large vhf operation to uhf would mean $250,000-$300,000, it pointed out, while converting a small vhf operation to uhf would run about $75,000.

In addition—and this applies equally, the staff said, to a move to uhf and a move to deintermix selected areas—so-called fringe area reception would be constricted so that many people now getting service or due to get service from a vhf outlet would find itself in a no-tv signal zone (a "white" area). Also, the staff said, uhf has problems with shadow areas, where the uhf signal does not penetrate behind hills or down into valleys, all well within the Grade A or Grade B service area.

The staff also reviewed a proposal by the Assn. of Federal Communications Consulting Engineers which suggested that the table of allocations be deleted, that Grades A and B areas be redefined to equalize coverage, and that separations be reduced to permit additional vhf stations to be added to needed areas.

FARM TV SETS

ARKANSAS-CONNECTICUT-MAINE-NEW MEXICO-TEXAS

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

ARKANSAS	Total Farms	Farms With Tv	% Farms With Tv
Arkansas	1,661	606	36.5
Ashley	2,135	319	14.9
Baxter	809	52	6.4
Benton	4,492	696	15.5
Boone	1,769	353	20.0
Bradley	1,092	151	13.8
Calhoun	756	98	13.0
Carroll	1,828	232	12.7
Chicot	1,855	270	14.6
Clark	1,656	266	16.1
Clay	2,605	694	26.6
Cleburne	1,420	193	13.6
Cleveland	1,231	252	20.5
Columbia	2,214	201	9.1
Conway	1,633	242	14.8
Craighead	3,759	2,290	60.9
Crawford	1,689	328	19.4
Crittenden	4,517	1,019	22.6
Cross	2,454	790	32.2
Dallas	856	120	14.0
Desha	2,420	326	13.5
Drew	1,788	247	13.8
Faulkner	2,476	503	20.3
Franklin	1,456	173	11.9
Fulton	1,282	82	6.4
Garland	1,078	267	24.8
Grant	886	226	25.5
Greene	2,636	946	35.9
Hempstead	2,123	464	21.9
Hot Spring	1,539	326	21.2
Howard	1,272	144	11.3
Independ	2,084	315	15.1
Izard	1,403	45	3.2
Jackson	1,980	690	34.8
Jefferson	3,660	761	20.8
Johnson	1,429	90	6.3
Lafayette	1,136	199	17.5
Lawrence	1,777	340	19.1
Lee	3,230	592	18.3
Lincoln	2,031	319	15.7
Little River	936	207	22.1
Logan	1,944	178	9.2
Lonoke	2,992	857	28.6
Madison	1,918	120	6.3
Marion	993	63	6.3
Miller	1,548	418	27.0
Mississippi	5,812	2,274	39.1
Monroe	1,885	198	10.5
Montgomery	931	40	4.3
Nevada	1,420	298	21.0
Newton	1,261	46	3.6
Ouachita	1,360	214	15.7
Perry	670	77	11.5
Philips	3,895	697	17.9
Pike	924	109	11.8
Poinsett	3,399	1,389	40.9
Polk	1,536	145	9.4
Pope	1,753	199	11.4
Prairie	1,332	345	25.9
Pulaski	2,584	900	55.5
Randolph	1,558	284	18.2
St. Fran.	3,689	786	21.3
Saline	1,176	312	26.5
Scott	1,102	45	4.1
Searcy	1,322	62	4.7
Sebastian	1,610	289	18.0
Sevier	1,124	183	16.3
Sharp	1,156	63	5.4
Stone	1,068	87	8.1
Union	1,763	313	17.8
Van Buren	1,358	264	19.4
Wash'ton	4,094	580	14.2
White	3,470	680	19.6
Woodruff	1,910	306	16.0
Yell	1,465	145	9.9
TOTAL	145,075	29,400	20.3
CONNECTICUT			
Fairfield	1,104	779	70.6
Hartford	2,628	1,817	69.1
Litchfield	1,618	1,097	67.8
Middlesex	835	537	64.3
New Hav.	1,626	1,307	80.4
New Lond.	1,932	1,219	63.1
Tolland	1,322	909	68.8
Windham	1,688	1,094	64.8
TOTAL	12,753	8,759	68.7
MAINE			
Androscoggin	1,009	490	48.6
Aroostook	3,940	354	9.0
Cumberl'd	1,749	966	55.2
Franklin	968	242	25.0
Hancock	1,252	565	45.1
Kennebec	2,132	994	46.6
Knox	806	305	37.8
Lincoln	975	497	51.0
Oxford	1,392	501	36.0
Penobscot	2,219	1,109	50.0
Piscataquis	530	257	48.5
Sagadahoc	368	202	54.9
Somerset	1,878	679	36.2
Waldo	1,553	677	43.6
Wash'ton	1,120	273	24.4
York	1,477	810	54.8
TOTAL	23,368	8,921	38.2
NEW MEXICO			
Bernalillo	883	402	45.5
Catron	315	30	9.5
Chaves	672	367	54.6
Colfax	442	13	2.9
Curry	957	65	6.8
De Baca	267	31	11.6
Dona Ana	1,119	561	50.1
Eddy	630	202	32.1
Grant	340	31	9.1
Guadalupe	333	27	8.1
Harding	263	23	8.7
Hidalgo	175	4	2.3
Lea	747	193	25.8
Lincoln	418	62	14.8
Luna	325	165	50.8
McKinley	419	1	0.2
Mora	750	29	3.9
Otero	369	53	14.4
Quay	863	55	6.4
Rio Arriba	1,880	167	8.9
Roosevelt	1,585	144	9.1
Sandoval	879	105	11.9
San Juan	830	6	0.7
San Miguel	865	48	5.5
Santa Fe	703	128	18.2
Sierra	256	22	8.6
Socorro	398	105	26.4
Taos	1,082	73	6.7
Torrance	551	125	22.7
Union	680	63	9.3
Valencia	1,074	348	32.4
TOTAL	21,070	3,648	17.3
TEXAS			
Anderson	2,150	232	10.8
Andrews	87	39	44.8
Angelina	1,939	315	16.2
Aransas	99	14	14.1
Archer	417	190	45.6
Armstrong	351	203	57.8
Atascosa	1,481	638	43.1
Austin	2,240	444	19.8
Bailey	884	374	42.3
Bandera	618	240	38.8
Bastrop	1,667	340	20.4
Baylor	598	234	39.1
Bee	861	199	23.1
Bell	2,881	1,123	39.0
Bexar	2,772	1,444	52.1
Blanco	574	183	31.9
Borden	191	67	35.1
Bosque	1,421	354	24.9
Bowie	3,440	614	25.2
Brazoria	1,669	857	51.3
Brazos	1,269	347	27.3
Brewster	101	2	2.0
Briscoe	481	136	28.3
Brooks	283	21	7.4
Brown	1,432	201	14.0
Burleson	1,634	312	19.1
Burnet	982	374	38.1

CAMPBELL SOUP RE-ENTERS SPOT RADIO WITH $340,000 SATURATION CAMPAIGN

Through BBDO, company returns to radio spots after five years. In seeking availabilities it requests—but does not demand—"dividend" spots to be broadcast free in slack seasons. Business is placed on firm 26-week schedules.

Campbell Soup Co. returned to a radio spot announcement saturation campaign for the first time in more than five years, effective Oct. 3 in 64 markets. The company is spending approximately $340,000 on the 26-week schedule, which may be increased to 39 weeks.

Of the 64 stations which accepted the business, according to a BBDO timebuyer, less than 10% turned down the "flexibility" plan. However, several stations did offer their own package plans, which are printed on the rate card. Those stations that turned down this "flexibility" plan were bought on the straight card rate.

The "flexibility" plan included the placing of a saturation spot announcement schedule with a minimum of 15 spots per week and a maximum of 40 to 50 per week for 26 weeks on a run-of-the-station contract, plus a suggestion that the station give the advertiser gratis merchandising spots or "dividend spots" in lighter business months such as January and February.

Fred Barrett, BBDO vice president and media director, told B•T that the objective of the BBDO radio spot plan for Campbell Soup is to obtain good frequency in the medium for a certain 26 weeks, and a possible 39. In presenting it to selected stations in the markets designated, the greatest possible flexibility in the placement of the announcements was offered. Basically, there were two requirements . . . that they run from 7 a.m. to 7 p.m., and that there be a minimum of 15 spots per week. In every case, the number of spots as provided by the budget allocation was greater than the minimum of the 15 required.

"In offering this unique kind of flexibility to the stations, it is our hope that during the life of the contract the aggregate number of spots would exceed the number normally provided—as a dividend. As in other media, there are peaks and valleys in space or time sold, and by permitting this flexibility, a station could help fill this gap with the purchased spots, and then, if so inclined, add others," Mr. Barrett said.

"The offer," Mr. Barrett pointed out, "was made to one station in the market. If the station preferred to accept the order without the flexibility and the minimum requirement we asked for, the schedule was bought on their own basis . . . and we have a number of such stations. We have not asked, nor has any station guaranteed, a fixed number of dividend spots."

Meanwhile, William M. Wilson, of the John E. Pearson Co., station representative, wrote to BBDO President Ben Duffy, objecting to the flexibility plan. Excerpts of this letter follow.

"One of your valued clients—The Campbell Soup Co.—is about to launch a spot radio campaign in approximately 35 markets. This campaign, based on a schedule of 15 one-minute announcements weekly for 26 weeks, is supposed to start early in October. Since this marks the first spot radio effort by Campbell's in a good many years, your staff is to be congratulated for making the media recommendation.

"The announced schedule of 15 one-minute announcements per week is fine—and should prove adequate as a media test. For the record, your media department has openly requested that in order to secure this Campbell business, stations so favored will have to agree to give your client a bonus 'of all unsold one-minute announcements, or a reasonable percentage of same' right after the Christmas holidays, when radio stations allegedly (and the allegation is that of your media department), will have more unsold time. These 'unsold' one-minute spots are to be a 'gift' from the station to your client, with the understanding that your client will pay the published rates for only 15 announcements weekly for the full 26-weeks of the contract. How many free spots is difficult for me to determine—but in one competitive situation, I know that a minimum of eleven announcements weekly have been guaranteed.

"Your immediate reaction cannot help but be that if radio station operators are stupid enough to give their time away, they don't deserve any consideration. I cannot help but agree with you. But, to go a step further, I am forced to the conclusion that when an agency of the calibre of BBDO goes on record as fostering such a plan, some station operators who might not otherwise defect might feel that they should play ball."

	Total Farms	Farms With Tv	% Farms With Tv
Caldwell	1,236	434	35.1
Calhoun	303	88	29.0
Callahan	946	337	35.6
Cameron	2,836	1,138	40.1
Camp	831	80	9.6
Carson	426	238	55.9
Cass	2,381	515	21.6
Castro	828	422	51.0
Chambers	491	290	59.1
Cherokee	3,076	361	11.7
Childress	706	55	7.8
Clay	978	485	49.6
Cochran	479	227	47.4
Coke	419	93	22.2
Coleman	1,427	268	18.8
Collin	3,166	1,977	62.4
Collingsworth	856	55	6.4
Colorado	1,662	371	22.3
Comal	697	222	31.9
Comanche	2,092	275	13.1
Concho	554	134	24.2
Cooke	1,700	671	39.5
Coryell	1,575	465	29.5
Cottle	469	46	9.8
Crane	22	2	9.1
Crockett	147	9	6.1
Crosby	779	631	81.0
Culberson	61	1	1.6
Dallam	370	130	35.1
Dallas	2,689	1,951	72.6
Dawson	1,101	626	56.9
Deaf Smith	674	270	40.1
Delta	1,117	241	21.6
Denton	2,221	1,168	52.6
De Witt	2,213	413	18.7
Dickens	. . .	. . .	. . .
Dimmit	291	68	23.4
Donley	619	151	24.4
Duval	652	18	2.8
Eastland	1,681	299	17.8
Ector	77	36	46.8
Edwards	269	25	9.3
Ellis	2,885	1,537	53.3
El Paso	690	470	68.1
Erath	2,021	543	26.9
Falls	2,707	723	26.7
Fannin	2,953	730	24.7
Fayette	3,773	535	14.2
Fisher	1,191	365	30.6
Floyd	1,184	699	59.0
Foard	438	167	38.1
Fort Bend	2,407	868	36.1
Franklin	810	145	17.9
Freestone	1,711	284	16.6
Frio	540	205	38.0
Gaines	508	209	41.1
Galveston	715	436	61.0
Garza	436	225	51.6
Gillespie	1,306	180	13.8
Glasscock	139	47	33.8
Goliad	708	169	23.9
Gonzales	2,147	666	31.0
Gray	523	207	39.6
Grayson	2,815	1,035	36.8
Gregg	857	164	19.1
Grimes	1,566	256	16.3
Guadalupe	2,097	689	32.9
Hale	1,703	1,068	62.7
Hall	747	80	10.7
Hamilton	1,496	298	19.9
Hansford	421	88	20.9
Hardeman	652	187	28.7
Hardin	1,144	343	30.0
Harris	3,868	2,510	64.9
Harrison	2,581	172	6.7
Hartley	203	100	49.3
Haskell	1,330	350	26.3
Hays	872	398	45.6
Hemphill	310	41	13.2
Henderson	2,232	539	24.1
Hidalgo	4,072	1,307	32.1
Hill	2,653	1,088	41.0
Hockley	1,269	904	71.2
Hood	803	350	43.6
Hopkins	2,507	459	18.3
Houston	2,438	308	12.6
Howard	642	223	34.7
Hudspeth	178	73	41.0
Hunt	2,737	1,088	39.8
Hutchinson	171	90	52.6
Irion	126	34	27.0
Jack	843	265	31.4
Jackson	1,074	271	25.2
Jasper	1,616	306	18.9
Jeff Davis	101	8	7.9
Jefferson	1,038	528	50.9
Jim Hogg	129	. . .	. . .
Jim Wells	720	79	11.0
Johnson	. . .	. . .	. . .
Jones	1,471	583	39.6
Karnes	1,587	458	28.9
Kaufman	2,106	917	43.5
Kendall	713	240	33.7
Kenedy	16	3	18.8
Kent	. . .	. . .	. . .
Kerr	672	219	32.6
Kimble	434	29	6.7
King	79	6	7.6
Kinney	96	13	13.5
Kleberg	281	20	7.1
Knox	837	253	30.2
Lamar	2,529	317	12.5
Lamb	1,787	1,094	61.2
Lampasas	827	269	32.5
La Salle	282	42	14.9
Lavaca	3,294	310	9.4
Lee	1,554	257	16.5
Leon	1,739	150	8.6
Liberty	1,361	650	47.8
Limestone	2,128	499	23.4
Lipscomb	422	33	7.8
Live Oak	787	132	16.8
Llano	481	137	28.5
Loving	9	. . .	. . .
Lubbock	2,081	1,650	79.3
Lynn	1,152	701	60.9
McCulloch	739	70	9.5
McLennan	3,634	1,326	36.5
McMullen	165	77	46.7
Madison	1,145	262	22.9
Marion	715	70	9.8
Martin	577	225	39.0
Mason	676	52	7.7
Matagorda	1,220	445	36.5
Maverick	271	8	3.0
Medina	1,546	622	40.2
Menard	325	31	9.5
Midland	287	64	22.3
Milam	2,659	720	27.1
Mills	893	104	11.6
Mitchell	819	79	9.6
Montague	1,520	516	33.9
Montg'y	1,416	599	42.3
Moore	247	166	67.2
Morris	670	126	18.8
Motley	386	35	9.1
Nacogdoches	2,336	202	8.6
Navarro	2,520	802	31.8
Newton	1,026	165	16.1
Nolan	643	143	22.2
Nueces	1,157	362	31.3
Ochiltree	466	90	19.3
Oldham	147	51	34.7
Orange	571	266	46.6
Palo Pinto	946	254	26.8
Panola	2,026	249	12.3
Parker	2,004	915	45.7
Parmer	909	327	36.0
Pecos	293	24	8.2
Polk	1,308	219	16.7
Potter	398	283	71.1
Presidio	226	2	0.9
Rains	647	174	26.9
Randall	680	379	55.7
Reagan	107	24	22.4
Real	222	30	13.5
Red River	2,360	354	15.0
Reeves	322	14	4.3
Refugio	270	49	18.1
Roberts	113	39	34.5
Robertson	1,622	217	13.4
Rockwell	425	214	50.4
Runnels	1,473	406	27.6
Rusk	3,189	480	15.1
Sabine	943	69	7.3
San Aug.	1,002	77	7.7
San Jacinto	1,106	184	16.6
San Pat.	888	297	33.4
San Saba	927	114	12.3
Schleicher	242	67	27.7
Scurry	945	191	20.2
Shakelford	324	86	26.5
Shelby	2,799	269	9.6
Sherman	260	90	34.6
Smith	3,498	642	18.4
Somerveil	352	44	12.5
Starr	1,023	32	3.1
Stephens	497	81	16.3
Sterling	88	34	38.6
Stonewall	453	131	28.9
Sutton	150	10	6.7
Swisher	967	507	52.4
Tarrant	3,043	2,238	73.5
Taylor	1,282	630	49.1
Terrell	107	1	0.9
Terry	968	560	57.9
Throckm'tn.	436	94	21.6
Titus	1,462	200	13.7
Tom Green	1,033	384	37.2
Travis	2,092	760	36.3
Trinity	852	87	10.2
Tyler	1,198	187	15.6
Upshur	1,893	226	11.9
Upton	38	10	26.3
Uvalde	641	148	23.1
Val Verde	220	6	2.7
Van Zandt	2,934	976	33.3
Victoria	1,232	204	16.6
Walker	1,195	191	16.0
Waller	1,005	331	32.9
Ward	88	9	10.2
Wash'ton	2,848	381	13.4
Webb	277	24	8.7
Wharton	2,466	825	33.5
Wheeler	853	67	7.9
Wichita	765	438	57.3
Wilbarger	997	399	40.0
Willacy	865	456	52.7
Williamson	3,338	1,293	38.7
Wilson	1,617	636	39.3
Winkler	36	9	25.0
Wise	1,873	951	50.8
Wood	1,834	356	19.4
Yoakum	312	98	31.4
Young	960	295	30.7
Zapata	250	17	6.8
Zavala	246	39	15.9
TOTAL	292,946	90,323	30.8

RADIO-TELEVISION SHARE SPOTLIGHT DURING AAAA PACIFIC REGION MEETING

Four-man panel discusses "The Forward Look in Major Media," with Sture Nelson representing radio and Robert D. Holbrook television. Agency executives unable to agree on precise role of radio-tv in overall media picture. Walter Guild attacks 'amateur' approach in ads.

RADIO and television shared the mass media spotlight last week at the 18th annual meeting of the Pacific Region of the American Assn. of Advertising Agencies at Coronado, Calif., Oct. 2-5, even though agency executives from all parts of the U. S. did not agree on the precise role of each. Spokesmen for nonbroadcast media, however, cited the impact of television more often in drawing media comparisons.

Robert D. Holbrook, chairman of the board of Compton Adv., New York, and 4A vice chairman set the theme for tv Tuesday morning during a four-man discussion on "The Forward Look in Major Media."

"Television is not the only good medium," he said, "but it is our aural medium—which now is aural and visual—and it replaces radio. It consumes an awful lot of our money and also the clients' money and I think it contains the greatest challenge we have faced as a business and also the greatest opportunity."

Others on the panel included Sture Nelson, president of William B. Remington Inc., Springfield, Mass., and chairman of the 4A New England Council, who represented radio and spoke on "Ears to the Future"; Arthur Tatham, Tatham-Laird Inc., Chicago, "New Creative Thinking in Use of Publication Space", and Vincent Bliss, Earle Ludgin & Co., Chicago, "Resurgence of Newspapers as an Advertising Instrument." William Haberman, L. C. Cole Co., San Francisco, presided.

Mr. Bliss, citing color as the most important newspaper advance of the decade, related "frustration" over trying to tune his color tv receiver and concluded "color television is not a trend because it ain't here yet." He said "color in anything does a better sales job," especially for the food advertiser.

Mr. Holbrook discussed the creative challenge of television in terms of commercial selling. "We have not yet realized the real sales power of television," he told the agency audience.

Recalling that radio came as a new form of communication, he said it "enabled us to reach masses of people frequently and cheaply who probably had not been successfully reached by advertising before. All of us can recall the tremendous sales successes obtained with radio.

"Television is not reaching a new audience. It is reaching the same audience," he observed. "It is working them over and they are a lot more sophisticated. I think that is one of the reasons for the creative challenge in tv.

"Further, the nature of television is intrusive. I think its ability to sell is equalled by its ability to annoy and bore."

In an aside, Mr. Holbrook commented that in the days of radio he couldn't recall anybody selling gadgets which would turn off the commercial.

The Compton Adv. official noted "the number of additional skills which we have found, to our sorrow, we have to have to turn out good tv commercials. Never before have so many creative cooks stirred such a complicated brew."

As to the cost of television, Mr. Holbrook explained that in 1949 one account put a large share of its budget in radio, but by last year virtually none went to radio. Instead this money was required for tv, he said. During this period the budget was increased 25%, "but the loss in message weight was 43%." The cost of tv "had cut down on the impact of frequency which radio had given us," he said.

Compton Adv. during the past five years has spent a quarter-million dollars in research, much of it in television, he said. Purpose has been to determine effectiveness of the commercial in the normal home viewing situation.

"One of the first findings that appeared, and this appeared consistently, is the fact that we do not have a captive audience," Mr. Holbrook said. "Any creative writer who thinks the viewer is going to sit there regardless of what he flings at him is wrong." Numerically the research showed that only 50% of the program audience was available during the commercial. "Of the other 50%, 25% were reading, knitting, drinking beer or talking to each other. The other 25% had left the set entirely to go get a beer, tend the baby, or get a snack. They weren't there."

Turning to studies of one-minute commercials on tv, Mr. Holbrook said that where 32% of the audience saw a commercial, only 23% could recall the message the next day. Despite the quality of the program, he said the figures show that "after you've got them, you still have to sell them."

He emphasized that "the technique of execution has a marked effect on the commercial's ability to win an audience and register a sales message." Relating two food commercials, in which a child was used to help put the sales point across, he said the first commercial was identified by 52% of those who had seen the program but only 25% could recall the sales message. In the next version of the commercial the child actually demonstrated the product. Identification jumped to 60% "and recall of the sales message jumped to 51%," he said.

On a drug product commercial, delivered straight, only 27% identified the spot, and sales message recall dropped to 13%. But by using a character identified with the use of the product, Mr. Holbrook related, identification of the commercial went up to 41% and sales message recall to 37%.

In the closing commercial of a very high rated show, he said, where the stars gave the commercial, 65% of the available audience identified the stars, but a week later on a recall check only 6% could remember the sales message. "This was a case where the stars overwhelmed the interest. Having come out of the context of an amusing show, they still fascinated the audience and there was nothing left for the product," he said.

Speaking for radio, Mr. Nelson said "television is the greatest thing that ever happened to radio.

"Radio was and still is, to some extent, the most undersold medium in the world," according to Mr. Nelson. He felt "television may well have been one of the greatest things that ever happened to radio. Radio had gotten pretty complacent. With few exceptions, you couldn't do anything on radio unless it had already been done by somebody else."

If someone did come up with a new idea, he continued, "immediately 20 other people jumped on the bandwagon." Even after "the tv tide began to sweep over it, radio seemed determined

[A&A continues on page 58]

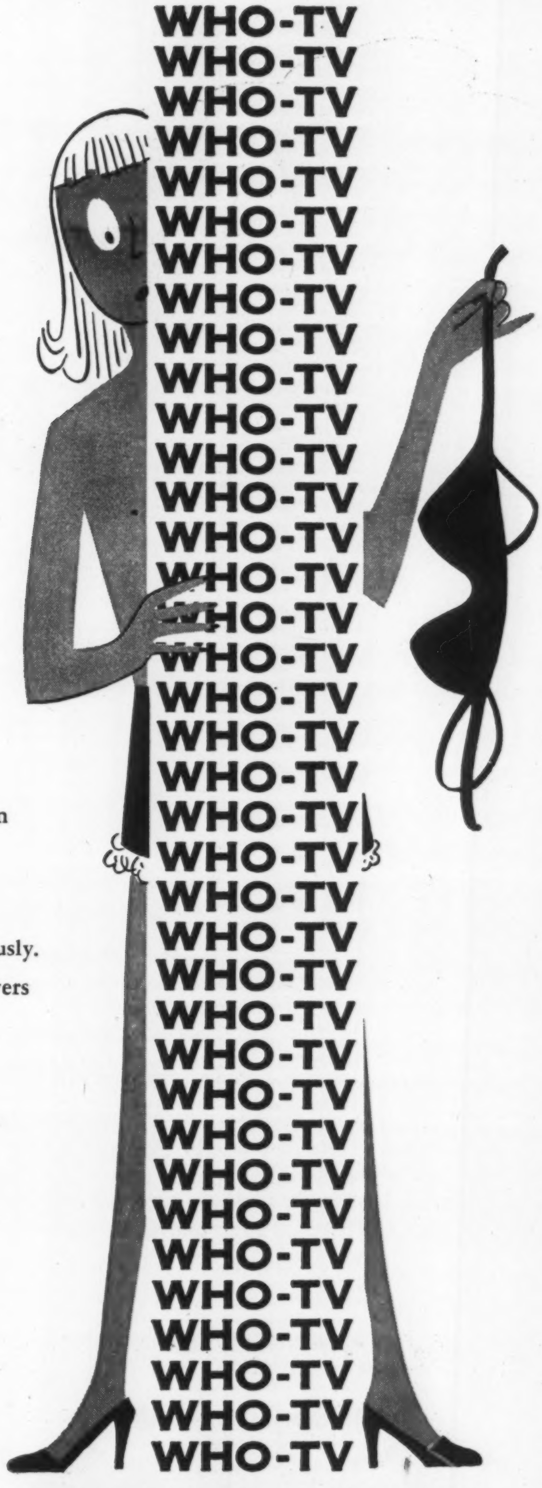
TALKING SHOP at the 18th annual meeting of the Pacific AAAA are (l to r) J. Davis Danforth, president of BBDO, New York; Robert M. Ganger, president of D'Arcy Adv., New York; Mrs. Danforth, and Joseph Epstein, president of Fitzgerald Adv., New Orleans.

San Diego Stations Shine

ALTHOUGH publishers of top consumer magazines beat radio and tv to the draw when it came to sponsoring a party for national agencymen attending the 4A regional meeting at Coronado, Calif., two San Diego television stations were the talk of the convention with their unique promotions.

KFMB-TV news crews filmed highlights of all activities and edited the footage into a 35-minute recap shown Tuesday night. KFSD-TV put two camera crews on deck Monday night for live screening of activities as they occurred, using a rear-screen projection system.

Dan Bellus, chief of KFMB-TV's sales development and promotion department, who supervised the film promotion, said that nearly 300 man-hours were required to produce the final 35-minute show. KFMB-TV processes its own films, helping cut costs, he explained.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The truth will out!

WHEN Dr. Whan made the 1955 Iowa Radio-Television Audience Survey, 74 out of every 100 Iowa homes had television sets.

Since then, the number has continued to grow tremendously. Today we estimate that in Central Iowa, WHO-TV delivers 302,200 television homes, representing over a million people — about half urban, half rural.

WHO-TV serves this great and growing audience in the best WHO tradition. Free & Peters can give you full details.

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

NBC
Affiliate

KSTP-TV
Channel 5

FIRST in the "Land of Hiawatha"

In the fall, the great Northwest becomes a land of outdoorsmen . . . hunters, fishermen—enthusiasts for all the activities which can be found in the "Land of Hiawatha." These are an active people . . . and an active-buying market for any advertiser.

In this vital market of nearly FOUR BILLION DOLLARS in spendable income and 615,000 TV homes, KSTP-TV has long been the leader. It is the Northwest's *first* television station, *first* with maximum power and *first* with color.

Through superior entertainment, talent and showmanship, KSTP-TV has won a listener loyalty that is important to you because it means *sales*.

To put your advertising dollar to work most efficiently and most economically, KSTP-TV is your *first* buy . . . your *best* buy in the rich Northwest!

KSTP-TV

CHANNEL
100,000 WATTS

5

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES

ING

$5 MILLION A WEEK

THAT'S THE 1955 PRODUCTION BILL FOR NIGHTTIME NETWORK TV

ADVERTISERS this season will spend $4.9 million a week for production on nighttime network television.

The figure exceeds last year's B•T estimate by a half million, representing a 10% increase over 1954 production costs. The most expensive series this season will be NBC-TV's *Producers Showcase,* a group of spectaculars sponsored by Ford and RCA, through Kenyon & Eckhardt, averaging $225,000 per show in talent charges with the production of "Richard III" reigning as the most costly single presentation in the group.

The highest-priced regular series is the Bob Hope *Chevy Show,* budgeted at $200,000 per show. It is sponsored by General Motor's Chevrolet Div. through Campbell-Ewald, and appears every third week as part of NBC-TV's Tuesday, 8-9 p.m. trilogy. (The other two: Milton Berle and Martha Raye, each $115,000 per week, both sponsored by RCA through Kenyon & Eckhardt, Sunbeam appliances through Perrin-Paus, and Whirlpool through Kenyon & Eckhardt.

The dominant regular series on CBS-TV, from the standpoint of talent cost, is *20th Century-Fox Theatre,* sponsored by General Electric through Young & Rubicam and averaging an estimated $90,000 per week.

Top ABC-TV shows are *Disneyland* and *Warner Brothers Present,* each costing an estimated $65,000 weekly for talent. The former is sponsored by American Dairy through Campbell-Mithun, Derby Foods via McCann-Erickson, and American Motors through Geyer Inc. The latter is sponsored by Liggett & Myers through Cunningham & Walsh, Monsanto through Needham, Louis & Brorby, and General Electric through Young & Rubicam.

Spectacular in its own right as the least expensive of all nighttime television programs, *Midwest Hayride* on NBC-TV will unload an incredibly light $2,000 per week in talent outlay. The show is sponsored by Whitehall Pharmacal via Biow-Beirn-Toigo.

The least costly entry on CBS-TV is *Name That Tune,* another Whitehall Pharmacal presentation, averaging an estimated $15,000 weekly for talent.

Just as 1954 was known as the "Year of the Spectacular" so does the present season give evidence of being identified as the "Year of the Big-Money Giveaway," with *$64,000 Question* on CBS-TV and NBC-TV's answer, *The Big Surprise,* auguring a stepped-up run-for-the-money in that category.

As for the spectaculars themselves—a comparative experiment last year, they have now become an institutionalized part of television programming with at least five such series scheduled for the present season at costs ranging from $150,000 to $225,000.

Actually, the increase of action in that area and the additional use of color account in good measure for the 10% total rise in production costs over the 1954 tally.

The five series of spectaculars to be aired this year are: *Ford Star Jubilee,* every fourth week, CBS-TV, Saturday, 9:30-11 p.m. sponsored by Ford Motor Co. through J. Walter Thompson Co.; *Max Liebman Presents,* every fourth week, NBC-TV, Saturday 9-10:30 p.m. sponsored by Oldsmobile through D. P. Brother & Co.; *Color Spread,* every fourth week, NBC-TV, Sunday, 7:30-9 p.m. sponsored by participating advertisers; *Producers Showcase,* every fourth week, NBC-TV, Monday 8-9:30 p.m. sponsored by Ford and RCA through Kenyon & Eckhardt; *Shower of Stars* every fourth week, CBS-TV, Thursday, 8:30-9:30 p.m. sponsored by Chrysler Motors through McCann-Erickson.

To illustrate its figures competitively B•T has again compiled a comparative chart of production costs, exclusive of time charges, together with available starting dates of nighttime shows on all four networks. It is on the next two pages.

		SUNDAY			MONDAY	
	ABC	CBS	NBC	ABC	CBS	NBC
7:30	Famous Film Festival (Participating)	Private Secretary, $34,500 Jack Benny; $46,000 (alternate weeks); American Tobacco (BBDO)	Frontier Chrysler (McC-E); $30,000 (3 weeks of 4)[1]	Topper (Repeats) Standard Brands (Ted Bates); $20,000.	Robin Hood Johnson & Johnson (Y & R) Wildroot (BBDO) $32,500	Tony Martin Associated Products (Grey Adv.) $12,500
7:45				Greatest Sport Thrills		Camel Caravan Camels (Wm. Esty) $6,000
8:00		The Ed Sullivan Show Lincoln Mercury Dealers (K & E); $65,000	Variety Hour Colgate-Palmolive (Wm. Esty), $85,000 (3 weeks of 4)[1]	Tv Readers Digest Studebaker-Packard (Ruthrauff & Ryan); $30,000	Burns & Allen Carnation (Erwin Wasey) Goodrich (Y & R) $40,000	Caesar Presents American Chicle (Do Fitzgerald-Sample) Remington Rand (Y & Helene Curtis (Earl Ludgin) $65,000 (3 weeks of 4)[2]
8:15						
8:30				Voice of Firestone Firestone Tire (Sweeney & James); $40,000.	Godfrey Talent Scouts Lever-Lipton (Y & R) Toni (Nathanson) $28,000	
8:45						
9:00	Chance of a Lifetime Emerson Drug (Lennen & Newell); Lentheric Inc. (Cunningham & Walsh); $20,000	GE Theatre General Electric (BBDO); $53,000	Tv Playhouse Goodyear (Y & R) Alcoa (Fuller-Smith & Ross) $40,000	Dotty Mack Show	I Love Lucy P & G (Y & R) General Foods (B & B) $45,000	Medic Dow Chemical (McM John & Adams) General Electric (BBD $36,000
9:15						
9:30	Life Begins at 80 Serutan (Ed Kletter) $12,500	Alfred Hitchcock Presents Bristol-Myers (Y & R); $37,500			December Bride General Foods (B & B) $35,500	Robert Montgomery sents Johnson Wax (Need Louis & Brorby) Schick (K & E) $42,500
9:45						
10:00	Break the Bank Dodge (Grant Advertising); $20,000	Opening Night P. Lorillard (Y & R); Revlon (Norman, Craig & Kummel); $20,000	Loretta Young Show P & G (B & B) $45,000		Studio One Westinghouse (McC-E) $36,000	
10:15						
10:30		What's My Line? Remington Rand (Y & R); Jules Montenier (Earl Ludgin); $18,000	Justice American Tobacco (M. H. Hackett Co.) $23,000			
10:45						
11:00						

		THURSDAY			FRIDAY	
	ABC	CBS	NBC	ABC	CBS	NBC
7:30	Lone Ranger General Mills (Dancer-Fitzgerald-Sample) $30,000	Sgt. Preston of the Yukon Quaker Oats (Wherry, Baker & Tilden) $30,000	Dinah Shore Chevrolet (Campbell-Ewald) $12,000	Rin-Tin-Tin National Biscuit Co. (K & E) $34,500	The Adventures of Champion	Eddie Fisher Coca-Cola (D'Arcy) $12,500
7:45			News Caravan Camel (Wm. Esty) $6.000			Plymouth News Plymouth (N. W. A $6,000
8:00	Bishop Sheen Admiral (Russel M. Seeds) $25,000	Bob Cummings Show Reynolds (Wm. Esty) $33,000	You Bet Your Life De Soto-Plymouth (BBDO) $30,000	Ozzie & Harriet Hotpoint (Maxon) Quaker Oats (JWT) $39,000	Mama General Foods (Y & R) $23,000	Truth or Consequenc P. Lorillard (Lennen Newell) $28,000
8:15						
8:30	Stop the Music Necchi (Grey) Quality Goods (Grey) $18,500	Climax Chrysler Motors (McC-E) $45,000 (3 weeks of 4)[3]	The People's Choice Borden (Y & R) $34,500	Chevrolet-Crossroads Chevrolet (Campbell-Ewald) $34,500	Our Miss Brooks General Foods (Y & R) $35,000	Life of Riley Gulf (Y & R) $30,000
8:45						
9:00	Star Tonight Brillo (JWT) $15,000		Dragnet Chesterfield (Cunningham & Walsh) $40,000	Dollar a Second Wine Corp. (Weiss & Geller) $18,000	The Crusader R. J. Reynolds (Wm. Esty) $32,500	Big Story American Tobacco (SSC & B) $26,000
9:15						
9:30	Down You Go Western Union (Albert Frank-Guenther Law) $8.500	Four Star Playhouse Bristol-Myers (Y & R) Singer Sewing Machine (Y & R) $35,000	Ford Theatre Ford (JWT) $40,000	The Vise Sterling Drug (Dancer-Fitzgerald-Sample) $12,000	Playhouse of Stars Schlitz (Y & R) $37,500	Star Stage Ponds (JWT) Campbell Soup (BBD $35,000
9:45						
10:00		Johnny Carson Show General Foods (Y & R) $18,000	Video Theatre Lever Brothers (JWT) $45,000	Ethel & Albert Ralston (Guild, Bascom & Bonfigli) $18,500	The Line-Up Brown & Williamson (Ted Bates) P & G (Biow-Beirn-Toigo) $30,000	Cavalcade of Sports Gillette (Maxon) $20,000
10:15						
10:30		Wanted American Home Products (Biow-Beirn-Toigo) $32,500			Person to Person American Oil (Katz) Elgin (Y & R) Hamm Brewing (Campbell-Mithun) $23,000	Red Barber's Corner State Farm Insuranc (Needham, Louis & Brorby) $3,425
10:45						
11:00						

	TUESDAY			WEDNESDAY		
ABC	CBS	NBC	ABC	CBS	NBC	
arner Brothers Presents ggett & Myers (Cun- ngham & Walsh) onsanto (Needham, uis & Brorby) eneral Electric (Y & R) 5,000	Name That Tune Whitehall (SSC & B) $15,000		Disneyland American Motors (Geyer) American Dairy (Campbell-Mithun) Derby Foods (McC-E) $65,000	Brave Eagle	Eddie Fisher Coca-Cola (D'Arcy) $12,500	7:30
		News Caravan Camel (Wm. Esty) $6,000			News Caravan Plymouth (N. W. Ayer) $6,000	7:45
	Navy Log Maytag (Leo Burnett) Sheaffer (Russel M. Seeds) $35,000	Martha Raye or Milton Berle Sunbeam (Perrin-Paus) RCA (K & E) Whirlpool (K & E) $115,000 Chevy Show (every third week) Chevrolet (Campbell-Ewald) $200,000		Arthur Godfrey & His Friends Toni Co. (Nathanson) CBS-Columbia (Ted Bates) National Carbon Co. (Wm. Esty) Pillsbury (Leo Burnett) $65,000	Screen Director's Playhouse Kodak (JWT) $35,000	8:00
						8:15
yatt Earp eneral Mills (Dancer- zgerald-Sample) rker Pen (JWT) 2,500	You'll Never Get Rich R. J. Reynolds (Wm. Esty) Amana (Maury, Lee & Marshall) $38,000		MGM Parade General Foods (Y & R) American Tobacco (SSC & B) $45,000		Father Knows Best Scott (JWT) $34,500	8:30
						8:45
nny Thomas merican Tobacco SC & B) dge (Grant Adv.) 0,000	Meet Millie Carter Products (Ted Bates) Pharmaceuticals (Ed Kletter) $27,500	J. Wyman's Fireside Theatre P & G (Compton) $40,000	Masquerade Party Pharmaceutical (Ed Kletter) Knomark (Emil Mogul) $15,000	The Millionaire Colgate-Palmolive (Ted Bates) $35,000	Tv Theatre Kraft (JWT) $30,000	9:00
						9:15
valcade of America Pont (BBDO) 7,500	Red Skelton S. C. Johnson (Needham, Louis & Brorby) Pet Milk (Gardner) $42,000	Armstrong Circle Theatre Armstrong Cork (BBDO) $27,000 alternate Playwright's Hour Pontiac (MacManus, John & Adams) $30,000	Penny to a Million Shaeffer Pen (Seeds) Brown & Williamson (Ted Bates) $12,500	I've Got a Secret Reynolds (Wm. Esty) $20,000		9:30
						9:45
	$64,000 Question Revlon (Norman, Craig & Kummel) $30,000		Wednesday Night Fights Pabst Brewing (Warwick & Legler) Mennen (McC-E, K & E) $50,000	20th Century Fox Theatre General Electric (Y & R) $90,000 alternate weeks U. S. Steel Hour U. S. Steel (BBDO) $45,000	This Is Your Life Hazel Bishop (R. Spector) $29,000	10:00
						10:15
	My Favorite Husband GM Frigidaire (Kudner) $34,500	Big Town Lever Brothers (SSC & B) A. C. Spark Plug (D. P. Brother) $32,500			Midwestern Hayride Whitehall Pharmacal (Biow-Beirn-Toigo) $2,000	10:30
						10:45
						11:00

	SATURDAY		
ABC	CBS	NBC	
rk Jubilee 000 nd Ole Opry lston (Gardner) 9, every fourth week) 0,000	Beat the Clock Sylvania (JWT) $18,000	The Big Surprise Speidel (SSC & B) Purex (SSC & B) $20,000	7:30
			7:45
	Stage Show Nestle (Bryan Houston) $35,000	Perry Como Gold Seal (Campbell-Mithun) Kleenex (Foote, Cone & Belding) Dormeyer (J. W. Shaw) Noxema (SSC & B) Armour (Foote, Cone & Belding) $75,000	8:00
			8:15
	Jackie Gleason "The Honeymooners" Buick Motors (Kudner) $75,000		8:30
			8:45
Lawrence Welk Show dge Div. (Grant Adv.) 0,000	Two for the Money P. Lorillard (Lennen & Newell) Sheaffer (Russel M. Seeds) $20,000	People Are Funny Toni (Weiss & Geller) Papermate (Foote, Cone & Belding $20,000 (3 weeks of 4)[5]	9:00
			9:15
	It's Always Jan P & G (Compton) $34,500 (3 weeks of 4)[4]	Texaco Star Theatre Texaco (Kudner) $50,000 (3 weeks of 4)[5]	9:30
			9:45
	Gunsmoke Liggett & Meyers (C & W) $31,500 (3 weeks of 4)[4]	George Gobel Armour (Foote, Cone & Belding) Pet Milk (Gardner) $40,000 (3 weeks of 4)[5]	10:00
			10:15
	Damon Runyon Theatre Anheuser-Busch (D'Arcy) $27,500 (3 weeks of 4)[4]		10:30
			10:45
			11:00

THE TV LINEUP

2nd annual B•T compilation

This special showsheet contains listings of all evening television network programs now sold for this fall, and shows sponsor, agency and per-program production cost, exclusive of time charges. New York time used throughout.

COLOR SPECTACULARS

[1] "Color Spread"—NBC-TV, Sun. 7:30-9 p.m. EDT, every fourth week—participating advertisers—$200,000

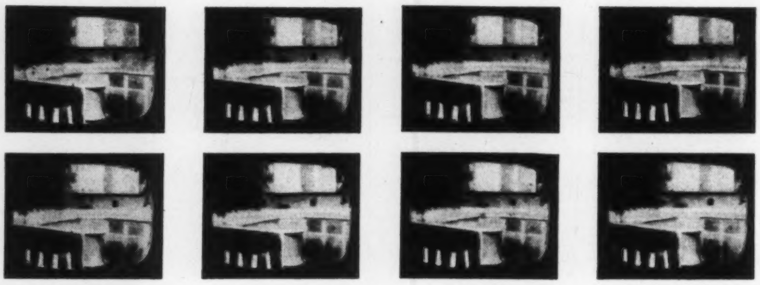
[2] "Producers Showcase"—NBC-TV, Mon. 8-9:30 p.m. EDT, every fourth week, sponsored by RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton, and Ford through Kenyon & Eckhardt—$225,000

[3] "Shower of Stars"—CBS-TV, Thurs., 8:30-9:30 p.m. EDT, every fourth week—sponsored by Chrysler through McCann-Erickson—$200,000

[4] "Ford Star Jubilee'—CBS-TV, Sat. 9:30-11 p.m. EDT, every fourth week—sponsored by Ford Motor Co., through J. Walter Thompson—$200,000

[5] "Max Liebman Presents"—NBC-TV, Sat. 9-10:30 p.m. EDT, every fourth week—sponsored by Oldsmobile through D. P. Brother—$200,000

8



of these

bring

2,000

of these

Proof again that when an advertiser uses WSAZ-TV–things happen! This is what impressively happened when Step Saver Kitchens told its story to the WSAZ-TV audience via a test schedule of *only eight one-minute announcements.*

The postman started ringing right away–and he kept coming back until a mountain of over 2,000 letters had been delivered, every one from a prospect for Step Saver Kitchens!

What's more, after a bit of pencil-work, this mail-swamped advertiser discovered that actual cost-per-inquiry was *lowest on WSAZ-TV of all television stations carrying the announcements!*

Yes, sir–things consistently happen when you use this great station in the industrial heart of America. A lot of it is due to the extreme viewer loyalty WSAZ-TV commands. But you also have to remember that WSAZ-TV is the *only* medium blanketing this five-state goldmine–an area with *four billion dollars* of spendable income just waiting to be influenced.

WSAZ-TV is a mighty potent influencer! Save *yourself* some steps in sales-building and get the facts from your nearest Katz office.

Huntington-
Charleston,
West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated with ABC

WSAZ
TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

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KENT FEEDS, WESTERN MUSIC FORGE A RADIO-TV SUCCESS

MIDWESTERN FIRM HITS ON COMBINATION TO CRACK FARM MARKET

AT ITS home base in Muscatine, Iowa—and elsewhere in six other midwestern states where it maintains distribution—the Mississippi Valley Grain & Feed Co. has become better known the past four years as the result of radio and television.

And the name of one Leo Greco, according to an axiom in those parts, apparently means as much to its product, Kent feeds, as the micronite filter to Kent cigarettes. Ever since March 1951, the western music program, *Leo and His Pioneers,* and Kent feeds have been inseparable.

What started as a modest 13-week experiment on WMT Cedar Rapids has blossomed into a continuing friendship, a fruitful association and addition of an established radio program to television. Obviously, it never could have taken place if Mr. Greco and his western musical unit had not proved formidable feed salesmen for Mississippi Valley.

Mississippi Valley Grain & Feed Co. has progressed from a gratified advertiser on one radio station to the sponsor of *Leo and His Pioneers* on five tv stations by means of film.

The program now appears on WMT-TV Cedar Rapids, WHO-TV Des Moines, KGLO-TV Mason City, WOC-TV Davenport, all Iowa, and WEEK-TV Peoria, Ill. It also is scheduled to premiere shortly in the Sioux City, Iowa, area.

Executives familiar with the account are reluctant to divulge actual figures for the weekly quarter-hour show, but it is known that film costs (including talent) run in excess of $1,000 per program and roughly $1,800 (including time) overall. On the basis of 39-week pacts (with all stations save for WMT-TV—52 weeks), it is estimated that Mississippi Valley spends well over $70,000 for the *Pioneers* tv series in Iowa and Illinois. (It also maintains distribution in Missouri, Minnesota, the Dakotas and Nebraska.)

This is a healthy outlay for a company which allocates an estimated 60% of its overall budget to the broadcast media (about 75% of that goes into television). Aside from the *Pioneers,* Mississippi has other properties, among them a news program on KXIC Iowa City and a disc program (with Leo Greco) on KOEL Oelwein. It also buys space in farm newspapers and journals and regional newspapers. (Estimated annual outlay for the *Pioneers* on WMT radio: $8-10,000.)

Says Robert Schubert, account executive on Kent feeds at W. D. Lyon Co., which handles Mississippi Valley's account:

"We believe every advertising program should include a balanced media selection." But he notes the success achieved thus far for Kent on radio, pointing out it was this medium which laid the groundwork for the use of television.

It was the Lyon agency which originally arranged "a marriage of convenience" between Kent feeds and Mr. Greco, an obscure but personable bandsman, in March 1951. Mr. Greco was casting about for a means of publicizing his aggregation.

About the same time Mississippi Valley was looking around, too—for a suitable advertising-merchandising vehicle, the better to sell its feeds. There was immediate rapprochement of the "you-scratch-my-back-and-I'll-scratch-yours" kind. If Mississippi would sponsor his band on WMT, he would, in turn, push Kent feeds in the territory in which he and his men labored.

The assumption by executives of Kent feeds and the Lyon agency, as well as Mr. Greco, that 13 weeks would tell the story has proved to be incidental since the signing of the original contract. It also proved again that band leaders and business firms can join forces for their mutual advantage when the circumstances are fortuitous.

There was a little matter of time involved at the outset, however, when WMT found it was unable to clear a 15-minute, three-day-a-week strip in what might be adjudged prime listening hours. The best WMT could come up with—and Mr. Greco and his group accepted it with some trepidation—was the 5:45-6 a.m. segment, Tues.-Thurs.-Sat., with an option for a later period if it should open up. (It never did.)

It was conceded by one and all that 5:45 was as unlikely a time period as one could imagine, even in early-rising Iowa—an hour likely to find potential customers sleeping, in the words of the late John Barrymore, like "stunned sows."

Well, farmers do rise early and if they were not up and listening, WMT was able to say later, who was buying all the feed? Sales results were encouraging from the beginning and, as a starter, the Pioneers' show outpulled a farm publication three to one on a free leaflet offer—at a fraction of the print cost.

At Mississippi Valley, Bill Schafenacker, vice president in charge of sales, claimed early results in eastern Iowa were directly traceable to radio.

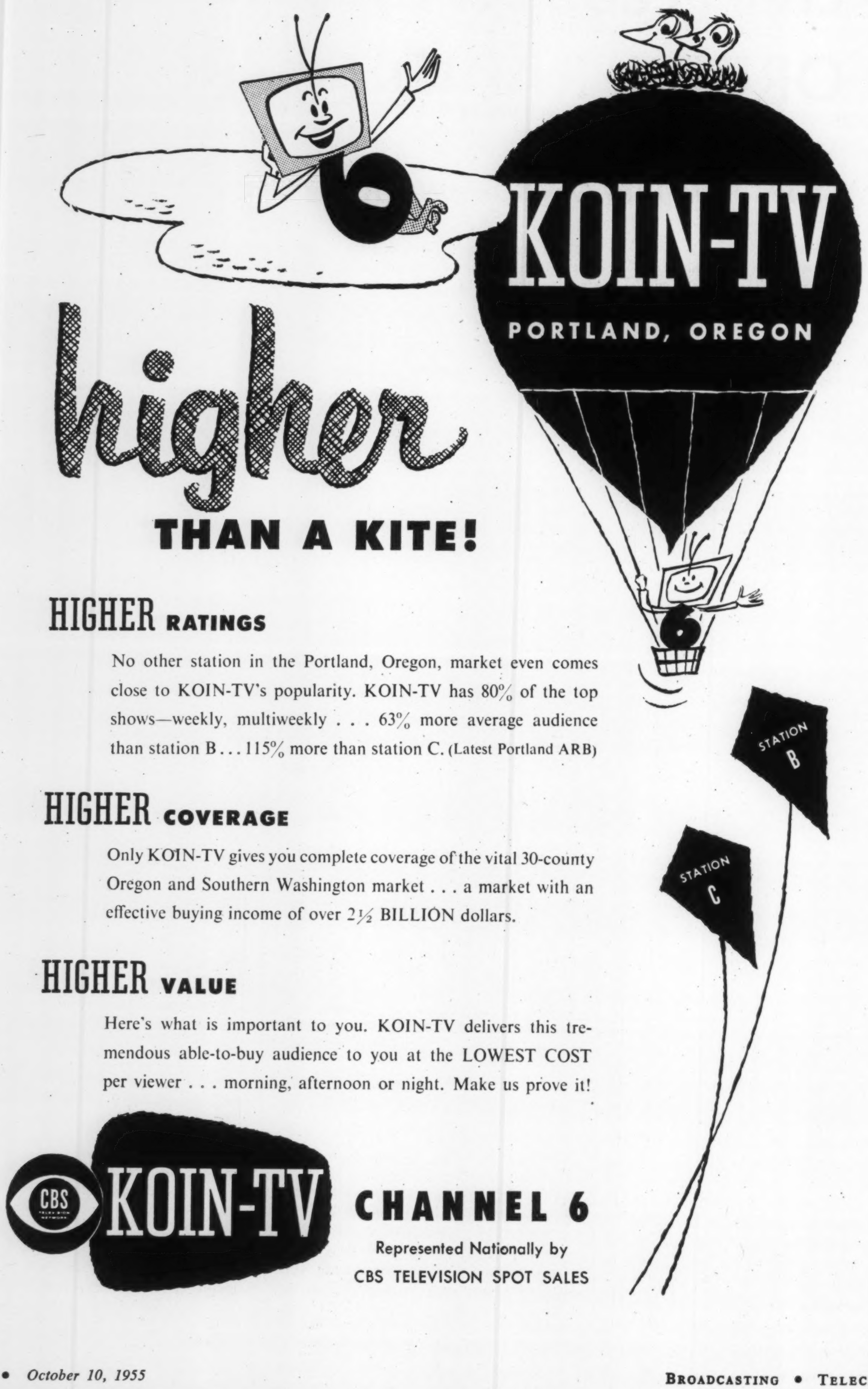
In the fall of 1953 *Leo and His Pioneers* made the move to live television on WMT-TV, when the station went on the air. This past summer, plans were mapped for extending Leo to film in selected key markets.

In 1952 Mississippi Valley built a new plant in Muscatine with a daily production capacity of 400 tons. Last summer it had to raise its sights to 600 tons to keep pace with orders. At times it has employed three shifts six days a week to meet demand.

Doubtless a good deal of the success of the firm on radio and tv is the Kent commercial, delivered by Chuck Worcester, farm director of WMT-AM-TV, in the manner of a kindly neighbor who drops into fix the plumbing for free.

With Kent's sales rise Leo Greco and his boys have watched their own stars in the ascendancy. Little known and not too well organized in 1951, they had made their mark by the fall of 1953. It has been aptly shown that feed-buyers like their music wherever they travel. The Pioneers frequently pass up dance dates to play for Kent dealer meetings.

For the past three years, the Greco outfit has taken over the No. 3 spot in *Downbeat* magazine's annual poll of ballroom operators in the western style dance band category. Leo Greco himself has become established as the Kent emissary wherever he goes.



THAN A KITE!

HIGHER RATINGS

No other station in the Portland, Oregon, market even comes close to KOIN-TV's popularity. KOIN-TV has 80% of the top shows—weekly, multiweekly . . . 63% more average audience than station B . . . 115% more than station C. (Latest Portland ARB)

HIGHER COVERAGE

Only KOIN-TV gives you complete coverage of the vital 30-county Oregon and Southern Washington market . . . a market with an effective buying income of over 2½ BILLION dollars.

HIGHER VALUE

Here's what is important to you. KOIN-TV delivers this tremendous able-to-buy audience to you at the LOWEST COST per viewer . . . morning, afternoon or night. Make us prove it!

KOIN-TV

CHANNEL 6

Represented Nationally by
CBS TELEVISION SPOT SALES

COLOR

IT'S VALUABLE, BUT NOT SIMPLE. HERE ARE SOME POINTERS

By Don Estey

ADVERTISERS and agencies moving into the field of color tv commercials will find themselves with a new partner that could prove either pitfall or boon. So advises Don Estey, executive vice president of Song Ads Co., Hollywood, one of the leading firms specializing in commercial preparations. Mr. Estey lends advice based on his own experience, plus past color research in the fields of art and communications.

EXPERTS point out that there are about 18,000 possible shades or gradations of color. And, for the benefit of those advertisers and agencies entering color television, these psychologists might well stress that there are special, proven connotations for each color.

With color tv's advent, a strong partner has joined the former approaches in commercials.

An agency would not think of laying out a magazine color ad without consulting its art director. In black-and-white tv, this art director has rarely been consulted. But with color commercials here, it's a prudent radio-tv director who insists on having the trained, esthetic sense of the art director at his disposal.

And when an outside film producer is used for the commercial, careful checks should be maintained by the agency to see that the greatest value is derived from color. Here again, the radio-tv director, schooled in a personal knowledge of the values lost due to film characteristics, works best with an art director who understands color values.

The type of campaign also has a bearing on color choice. An emotional fatigue factor enters if the color commercial in a saturation campaign is done in warm, excitable colors which do not wear as well as violet, blue and green.

"Brick" red, "sick" green and "lemon" yellow provide novelty and will please the eye for a few seconds. But in a campaign of any length, these colors in combination will cause color fatigue. Avoid tiring the eye by using soft browns, and blues and with touches of orange and red.

Before going any further it might be well to establish how and why different colors can create different effects in the viewers mind. When light strikes the eye it sets up reactions which spread throughout the body. These reactions can be exciting or depressing. They might quicken the nervous responses or induce a feeling of peace and tranquility. In selling, needless to say, the right reaction varies according to the product or service being exploited.

Color psychologists have made many studies, measuring human reactions under colored lights. Brightness and warmth stimulate the nervous system. Bright colors increase the blood pressure and pulse rate, causing the temperature to rise. Dimness and coolness in colors have the opposite effect, releasing the stimulation of the autonomic nervous system, causing the pulse and blood pressure to decrease with body temperature becoming relatively cooler.

An interesting example of color effect is the results of a test by pyscho-neurologist Kurt Goldstein who actually claims a physical attraction of the limbs towards bright colors and away from cool colors. A red light would cause outstretched arms to spread away from each other, while a green light caused them to move towards each other.

U. of Chicago tests show that children prefer single dominant warm colors with strong tendencies for orange, red-violet and blue. Yellow is found to have the least acceptance. In adults, with their more complex personalities, the choice is for contrast colors and tints instead of the primary colors.

MR. ESTEY

In general, color preference tests of all types of human beings, it is found that pure colors at the ends of the spectrum are preferred over those hues in mid-spectrum. In other words, red, blue, purple and violet possess a stronger innate appeal than green, yellow and orange and their modifications.

Among men, blue is the slightly dominant choice with red a close second. With women red is the first preference with blue or violet second. In combinations, complementary colors are most preferred and colors possessing similar hues rank low in preference.

Thus: red is the universal favorite, with blue second. Yellow, the color of light, is the least popular. Therefore, only small touches of yellow are desirable. Orange, a combination of red and yellow pigments, is very well liked.

Further proof of red's popularity, is the fact that more red-handled tooth brushes and red toy ballons are sold than those of all other colors combined. Likewise, magazine covers having a dominant red or orange area will sell their contents more quickly to the newsstand purchasers. Primitive races always have a name for red, even though they may not have developed names for other colors.

This strong liking for red dictates that pure reds and combinations of red and other colors in which red dominates, should be present.

Film spots featuring complementary colors in pairs often are well received. A typical combination is that of blue and its complementary orange. Large areas of blue with accents of orange are ideal. Combinations of red and green, with the green areas predominating are startling. In the blue-orange group, experience shows that orange may be replaced by red as the accent. Brightest color areas may be balanced and supported by areas of russet and red-violet. Greens which contain a large amount of yellow are disquieting. The unpleasant effects on emotions increase with the amount of yellow present. Greens which contain a large portion of blue, however, are cool and restful.

In order to suggest warmth and sunlight, such as in an outdoor scene, slightly greater exposure may be allowed and greater yellow color used. To show the coolness and repose of interior scenes, a greater amount of blue may be mixed into the over-all color impression of the film.

Psychological tests with light and color have established definite reaction patterns in many diverse fields. In foods, for example, the color association is quite rigid. Edible qualities are seen in warm reds, oranges, soft yellows, pale greens, certain tans and browns. In contrast, grey, purplish-grey and yellowish greens are not appetizing. Blue, while not a food color, can be used as a background color that seems to enhance the appearance of the food.

Practically everyone is sensitive to the color of food. Hence the desire or appetite can be stimulated or disturbed by a color presentation. In products such as butter, this color must be exactly right, not too white or pale, and certainly not too orange that spells out rancid to the mind's eye.

Most appealing for foods among the pure hues is vermillion (from the red spectrum). This is the rich color of the cherry, apple, or rare cut of beef. Moving across the spectrum to orange, the appeal is still high. The touchy color is yellow and the appeal wanes decidedly until it reaches a low point at yellow-green. There is a pickup at the point of fresh green with its connotation of nature's freshness.

As said before, blue has little appeal in most food and ranks with purple and violet.

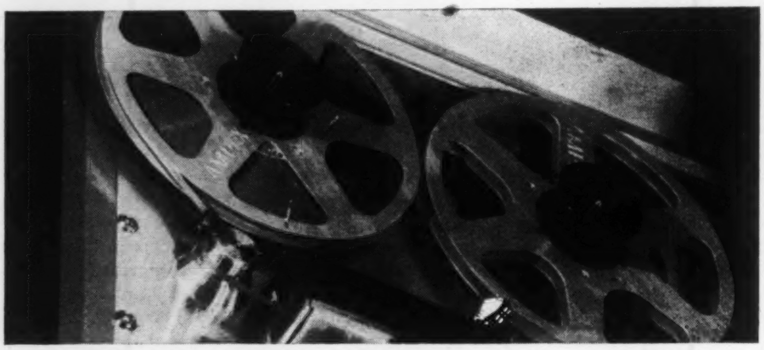
While pure hues are the more savory in presenting food, nonetheless some tints are not upsetting. The best hue seems to be orange.

In shades, orange also stands out as a dominant color with the rich hue of brown agreeably associated with well-cooked meats, breads and cereals.

Caution is advised in red shades which tend to appear purplish and hence lack appeal.

In summation of food presentation, it should be remembered that the true "appetite colors" are peach, red, orange, brown, buff, warm yellow and clear green. Pinks and tints of violet and blue, which have a sweet connotation, are not recommended for most food products.

Speaking of all types of commercials, the greatest danger, other than use of incorrect colors, is the pitfall of creating confusion. The sudden need for color in commercials can cause a temptation to over-do. The good taste that would prevail in room decoration, personal dress, etc., must be carried through to the color tv commercial.



HOW NOT TO MAKE AN AUDITION TAPE

By John Carl Morgan

Manager, WFVA Fredericksburg, Va.

I RECENTLY had the dubious pleasure of helping choose a couple of announcers for the group of stations of which this is one. It was quite an experience. Thanks to the pulling power of our B•T ad, and the fact that the salary mentioned was considerably above average, we drew better than 200 tapes from all over the country, plus two or three dozen other applicants who showed up in person.

What I want to concern myself with here is the matter of those tapes. As you might infer, we couldn't possibly have listened through each entire offering. Even had our hopeful throng confined themselves to a nominal five minutes each, you can see we'd have had to spend two full eight-hour days going through the lot—not counting time required to thread and cue them. Naturally, the overwhelming majority did not tempt us to listen much beyond the first couple of sentences before we were forced to shake our collective noggins in the horizontal plane, and reach for the re-wind button. Of the remainder, only a pitiful few seemed to have even the vaguest idea of what constitutes a really good audition.

A sizeable number of those whose voice quality and general speech characteristics caught our fancy to the extent of inviting us to listen further, finally wound up in the discard because the material presented did not tell us what we wanted to know, or *did* indicate that the person in question was not exactly familiar with a few basic facts of life.

First of all: there seems to be an opinion among many of our golden voiced playmates that, except for the regular stipend they look forward to receiving, there's something unpleasant, or perhaps even downright nasty about a commercial announcement. Where the aforementioned stipend is supposed to come from is something these naive individuals apparently prefer not to consider. As a result, the commercial—if indeed there *is* a commercial announcement included—is passed over glancingly and with an almost visible shudder.

Next is the chap—and his name is legion—who appears to be convinced that all to whom his tape is directed are starved for news. This type launches forth into "Five minutes of late news from the wires of blank press . . .", and by the great horned spoon that's just about exactly what you get . . . no commercial . . . nothin'.

Or the hot disc jock who sets before you 15 minutes of what he considers a superior DJ program with all the music full and uncut—about 13 minutes of records and some two minutes or less of Mr. Personality, and that studiously non-commercial. After all, we're trying to hire an announcer—not in the business of buying phonograph records.

Then there's the character who's out to impress all and sundry with his glibness as an ad-libber, and uses his own personal history as the vehicle. Only trouble is that most of them are obviously reading the whole thing, and thus sound about as spontaneous as a communist protest meeting. Besides, such material is better confined to the written word.

There are dozens of other time and tape wasters, but one more will suffice for now. It's the boy who is trying mightily to be someone else; just who isn't quite clear. He's probably aping his current idol, but the result is usually neither fish nor flesh, but definitely f-o-u-l foul.

So much for the negative side, now let's list a few of the things my cohorts and I want to hear—and it's possible that we represent a vast majority of station executives.

First: Be Yourself. That's what you'll eventually boil down to after you get on the job—when, as, and if—and it could be that the boss really wanted the guy on the tape, and not the unvarnished YOU.

Of equal importance: It's the way his announcers *sell* a commercial that brings in the stuff from which paychecks are made. You're *not* auditioning for the BBC. Personally, I prefer a commercial announcement or two or three to be the first order of business on your audition. If you can't read such convincingly, I'm not interested in hearing anything further, period. Don't waste my time with a lot of preliminaries—you're trying to sell me an auto with no engine, and I won't buy.

If you've held my interest thus far, I'm now interested in hearing whether you can read news intelligently and intelligibly. I don't require more than a brief item or two, however, so don't wallow in it. If at this point I'm still interested, I'll be disposed to listen to further examples of your prowess: a brief snatch of *real* ad-lib; an off-the-air check of a bit of play-by-play, if you happen to be a sports announcer; a sample of DJ work—without more than an opening and closing bar of music, if you please.

To reduce the foregoing down to its essence: When you tape an audition, make it brief, make it concise, stick to your normal working style, and above all, make it commercial.

LOUD & CLEAR W·GTO

from Gulf To Ocean · Gainesville To Okeechobee

THE COMMENTS BELOW ARE TAKEN FROM THOUSANDS OF LETTERS RECEIVED AT OUR STUDIOS DURING OUR FIRST TWO WEEKS OF OPERATION.

(Names and addresses furnished upon request.)

Bradenton
"Heard your station Saturday and enjoyed it very much." Mrs. S. D. S.

Sarasota
"Like your news and choice of music." Mrs. M. A.

Titusville
"Comes in good here." Mrs. C. C.

Tarpon Springs
"Your signal strong. Heard you on auto radio—no fading." V. C.

St. Petersburg
"Your friendly station first on the dial. It is clear and powerful." I. D.

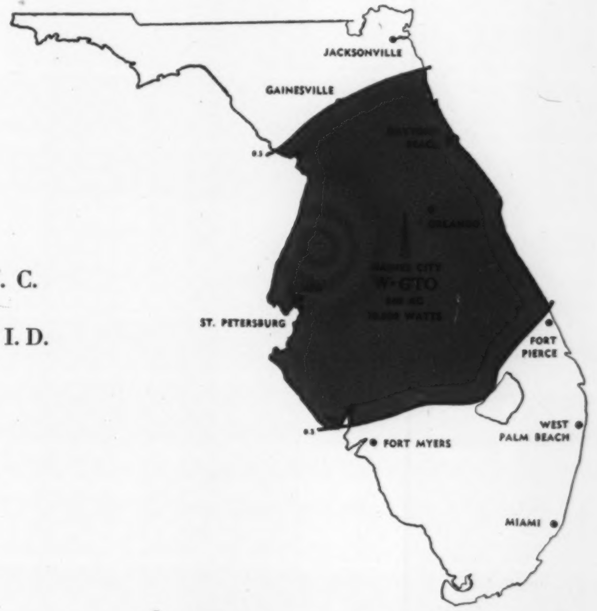
Hollywood
"Heard your station with good volume." Mrs. W. G. S.

Tampa
"You have a terrific signal in Tampa." F. N. R.

Orlando
"Your announcers are exceptionally good." Mrs. E. A. W.

Cocoa
"Reception is good and enjoyed morning news." P. G. S.

Gulfport
"Very good reception." Mrs. J. F. C.


JACKSONVILLE
GAINESVILLE
DAYTONA BEACH
0.5
ORLANDO
HAINES CITY
W·GTO
540 KC
10,000 WATTS
ST. PETERSBURG
FORT PIERCE
WEST PALM BEACH
0.5
FORT MYERS
MIAMI

Included in our mail up-to-date are letters from 197 towns and cities in Florida, as well as Atlanta and Thomasville, Georgia, and Gulfport, Mississippi.

10,000 WATTS
540 KILOCYCLES

W·GTO

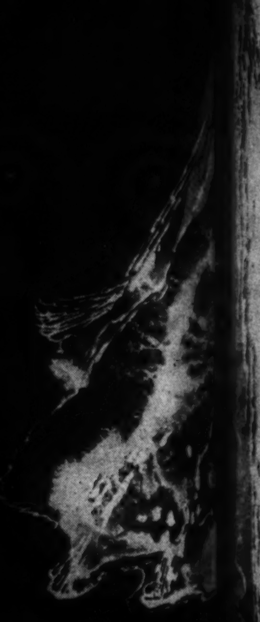
HAINES CITY, FLA.
PHONE 6-2621

owned and operated
by KWK, St. Louis, Missouri

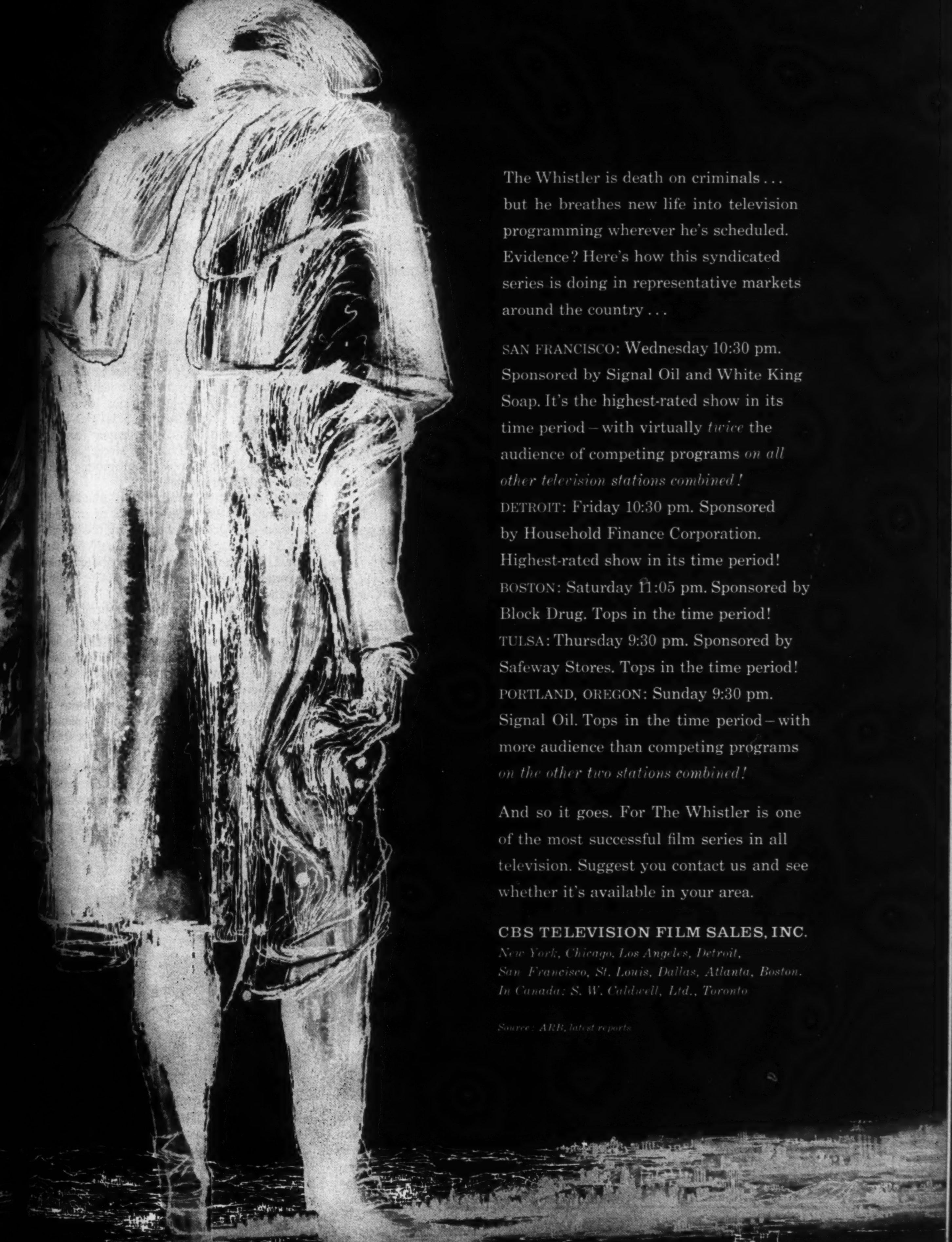
Represented by
WEED & COMPANY

He walks by night...

and runs well wherever he goes!



David Stone Martin



The Whistler is death on criminals... but he breathes new life into television programming wherever he's scheduled. Evidence? Here's how this syndicated series is doing in representative markets around the country...

SAN FRANCISCO: Wednesday 10:30 pm. Sponsored by Signal Oil and White King Soap. It's the highest-rated show in its time period – with virtually *twice* the audience of competing programs *on all other television stations combined!*

DETROIT: Friday 10:30 pm. Sponsored by Household Finance Corporation. Highest-rated show in its time period!

BOSTON: Saturday 11:05 pm. Sponsored by Block Drug. Tops in the time period!

TULSA: Thursday 9:30 pm. Sponsored by Safeway Stores. Tops in the time period!

PORTLAND, OREGON: Sunday 9:30 pm. Signal Oil. Tops in the time period – with more audience than competing programs *on the other two stations combined!*

And so it goes. For The Whistler is one of the most successful film series in all television. Suggest you contact us and see whether it's available in your area.

CBS TELEVISION FILM SALES, INC.

New York, Chicago, Los Angeles, Detroit,
San Francisco, St. Louis, Dallas, Atlanta, Boston.
In Canada: S. W. Caldwell, Ltd., Toronto

Source: ARB, latest reports

CASE HISTORY—FOOD

16% sales increase from $5000 budget in Southern California!

Would this make you happy? It delighted Lynden Canning Kitchens of Seattle, who chalked up this gain in their glass and tin packs of quality boneless chicken products.

Time: Summer 1955 over 1954.

Territory: Santa Barbara-Tehachapi, south to Mexican Border—a lush market of 6½ million.

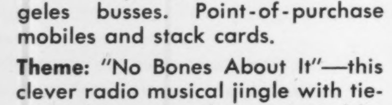
Plan: A dozen one-minute jingle spots daily Thursdays and Fridays —April to August.

Radio: Station KBIG exclusively, covering all eight Southern California Counties from Catalina Island.

Other advertising: Product identification strips on backs of Los Angeles busses. Point-of-purchase mobiles and stack cards.

Theme: "No Bones About It"—this clever radio musical jingle with tie-in display material was created by Rune Goranson Company, Lynden's advertising agency. Says Mr. Goranson, "Our 'No Bones' campaign in Southern California really has paid off. We have had an exceptionally fine year and we attribute a good share of the success to the coverage given us throughout the area by KBIG."

KBIG was a "hot" station for this summer product because it delivers **all** Southern California at lowest cost-per-thousand listeners. It can be just as hot for **you** this winter.



KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

HOW TO PROMOTE AN INDEPENDENT TV

KPHO-TV PHOENIX SPENDS $60,000 A YEAR TO BUILD AUDIENCE, ATTRACT ADVERTISERS

ONE of the most thorough promotional campaigns undertaken by any local television station has been instituted this fall by KPHO-TV Phoenix.

The Meredith station is using upwards of 13 media. Of these, nine are being directed at the metropolitan Phoenix audience and four are aimed at the advertising industry. Several of the promotional wrinkles may be new to the television audience promotional field nationally as they are to the Phoenix market, station officials feel.

In the field of audience promotion, KPHO-TV is promoting its programs and personalities in the following ways:

Newspapers: The station regularly runs a three column by three inch ad in the *Arizona Republic* and the *Phoenix Gazette,* seven days a week. The ad appears on the television page on top of the daily television program log, highlighting KPHO-TV's evening schedule as well as giving detailed information on the station's movies and features.

Magazines: KPHO-TV advertises on the full back cover page of *Tv Views,* Phoenix fan magazine.

Bus Cards: 21x27 inch, three color posters decorate the outside of every bus in the metropolitan Phoenix area and promote individual KPHO-TV programs.

Painted Bus: For the first time in Phoenix, KPHO-TV rented space on an entire bus and painted it in the station's two-tone colors. The bus, which travels a different route in the metropolitan Phoenix area daily, highlights 31 KPHO-TV programs with the theme, "Better See Channel 5 KPHO-TV."

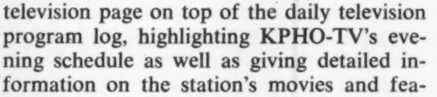
Paper Receptacles: Waste paper receptacles on downtown Phoenix street corners contain 14x22 inch posters promoting individual station programs.

Matchbooks: A distribution matchbook campaign of two million books of matches starts in mid-October, promoting the station and 24 of its programs individually on the covers. The matches will be distributed from cigarette vending machines in the metropolitan Phoenix area.

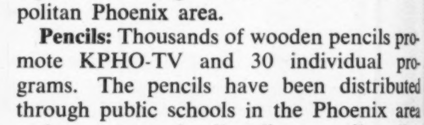
Pencils: Thousands of wooden pencils promote KPHO-TV and 30 individual programs. The pencils have been distributed through public schools in the Phoenix area and are sent out in all audience mail replies.

Outdoor: Two poster boards, using 30 sheet posters allowing a monthly insert to advertise specific programs and a painted board, are rotated in various Phoenix traffic locations monthly.

Glass Tumblers: Through a tie-in with a local dairy, cottage cheese will be packed in thousands of glass tumblers individually



ANOTHER FACET of KPHO-TV's audience promotion are 30 sheet billboards at various locations in the metropolitan Phoenix area. Different programs are featured each month, and the billboard locations also are changed that often.



AND STILL ANOTHER is this fully-painted bus which travels Phoenix. L to r: Dick Rawls, general manager; Al Larson, commercial manager; Dan Schwartz, promotion manager, and Bob Martin, program director.

LIFE-SIZED, full-color cutouts of Ruth Dunlop, KPHO-TV women's program hostess, point up a featured Westinghouse campaign. They exemplify the station's merchandising activity.

embossed with a different KPHO-TV personality caricature on the glass. The promotion starts in mid-October. The milk company will distribute flyers promoting the sale of the cheese in the tumblers and the KPHO-TV personalities and programs they feature. The promotion will last six weeks, one of six glasses in the series to be made available each week.

In addition to these audience promotion efforts, KPHO-TV distributes picture postcards of its stars, makes available a children's show featuring its children's program personalities to the schools in Phoenix for auditorium appearances as well as participating in civic events.

Within the trade, KPHO-TV uses four basic media:

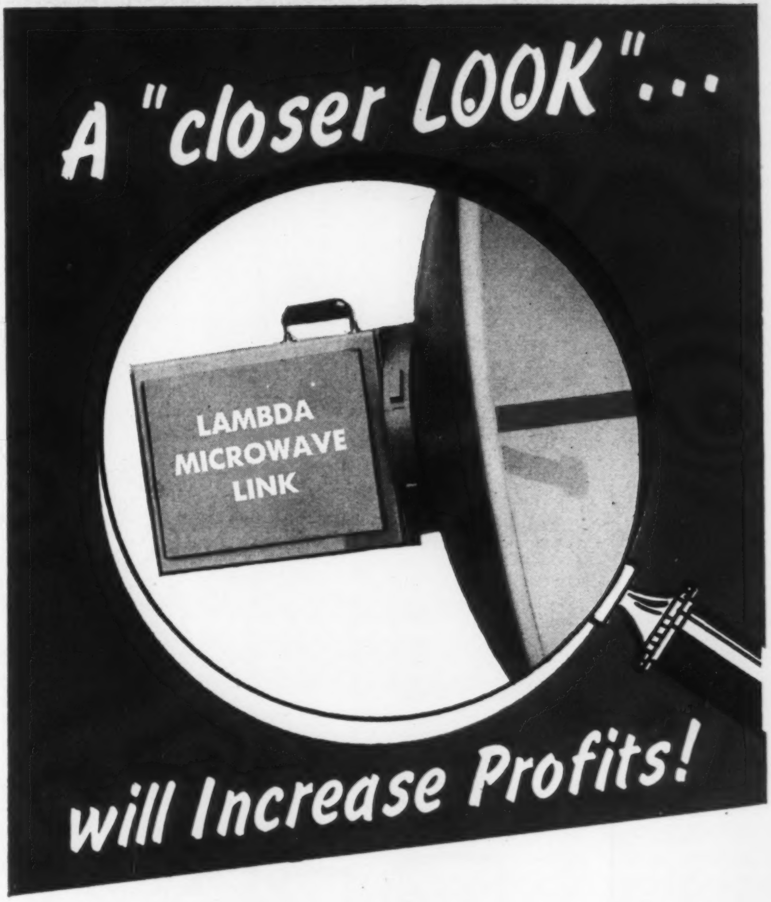
Trade Magazines: A series of full-page, two-color ads are run in four industry publications. In addition, the station uses one-sixth pages in *Television Rates and Data* and *Food Field Reporter.*

Matchbooks: A continuing campaign of monthly mailings of 12 personalized matchbooks to leading local advertisers is sent in a three-color caddie containing a KPHO-TV promotional ad. First mailing included a matchbook dispenser for desks with the KPHO-TV signature on both sides.

Publication: A monthly station publication, *On Camera,* is sent to four thousand local and national advertisers, agency executives and all Phoenix area retailers.

Direct Mail: Reprints of all KPHO-TV ads appearing in trade magazines are sent monthly to national and local advertisers and agency executives and timebuyers.

The station also has an extensive merchandising program which includes stack and shelf cards promoting advertised products


A "closer LOOK"...
LAMBDA MICROWAVE LINK
will Increase Profits!

Performance! Quality! Low Cost!

Now! Management and Engineers are looking to quality, cost, and performance to do the job. At Lambda-Pacific "quality and performance at a low cost is our product!"

The television industry has found the Lambda-Link to be all and more than we claim. Power, dependability, and lightweight portability are the chief reasons the Lambda microwave link has been used so successfully by television stations and telephone companies throughout the nation. These outstanding features enabled this microwave link to bring the historic atom bomb telecast from Yucca Flats, Nevada, to Los Angeles, a distance of 320 miles; the longest hop being over 80 miles.

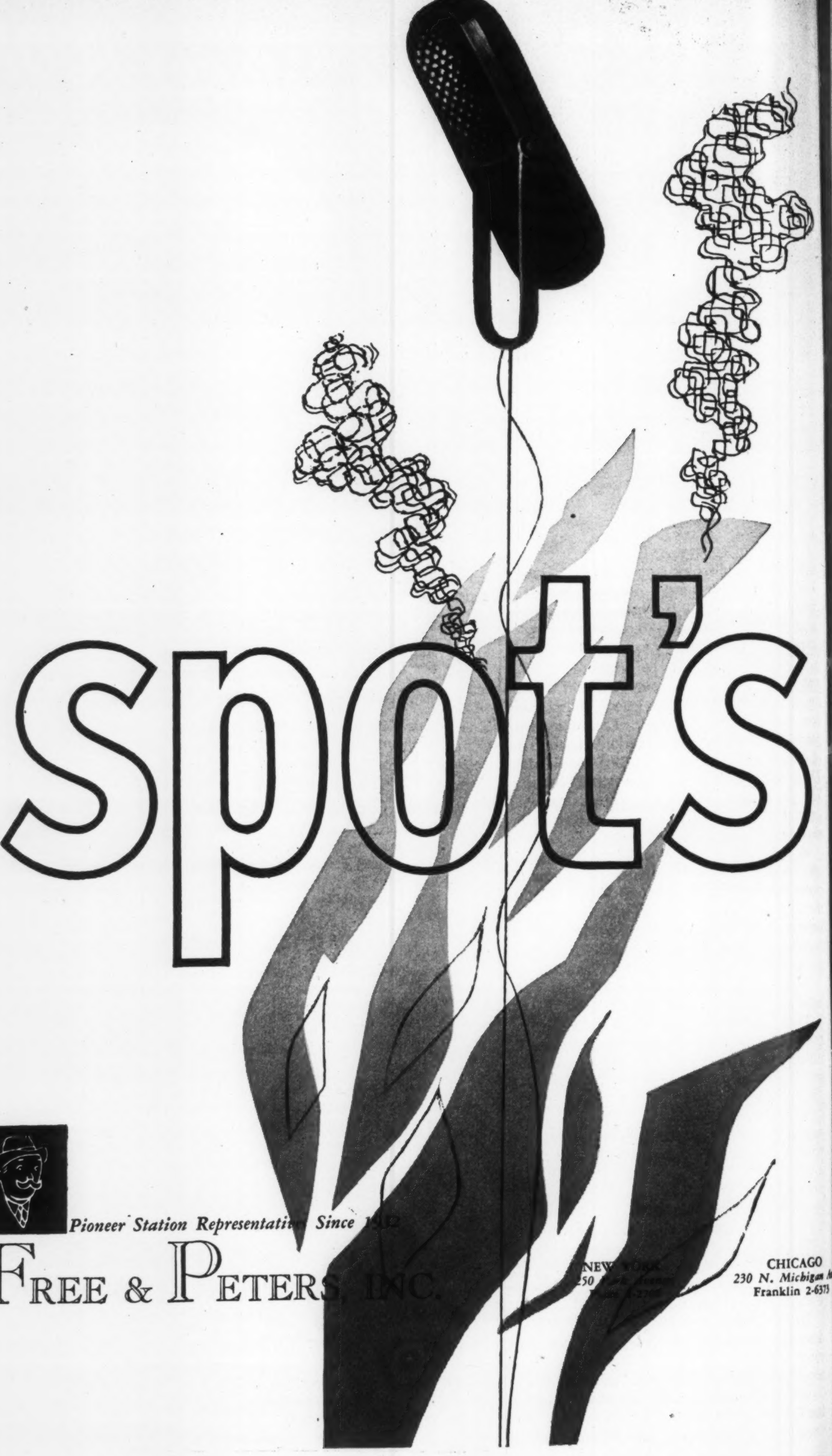
It is no wonder then, management and engineers are giving Lambda a closer look.

THESE FEATURES DESERVE YOUR "CLOSER LOOK!"

PRICE—**$8500** F.O.B. Van Nuys
(optional auxiliary equipment additional)
POWER & RANGE—**1 watt min.**; effectively used on 80 mile hop.
COLOR—Meets all FCC & NTSC color standards.
PORTABILITY—Complete system packaged in compact "suitcase" style housing.
FREQUENCY—STL, Closed Circuit and Common Carrier (5.1-7.4 KMc).
LONG HAUL—Multi-link circuits up to 8 links in tandem.
OTHER EQUIPMENT—Lambda manufactures a complete line of auxiliary and test equipment such as camera cables, parabolas, attenuators, etc.

Write today for the Lambda story . . . .
Our representatives in your area will be happy to discuss your microwave requirements with you.

Lambda LPE Pacific
LAMBDA-PACIFIC ENGINEERING INC.
State 6-1801
Stanley 7-0779
P. O. Box 70
Van Nuys, California



Pioneer Station Representatives Since 1932

FREE & PETERS, INC.

NEW YORK
250 Park Avenue
[illegible]

CHICAGO
230 N. Michigan
Franklin 2-6373

Today, advertisers judge good and bad advertising in terms of sales results. National Spot Radio can get sales—and not stop with building consumer demand or gaining good will. We have the *Formula For Selling Americans Today* that demonstrates "how" to use the medium.

This presentation has proved so exciting that many top agencies and advertisers have arranged meetings with their management men, plans boards, account executives and creative staffs, as well as their media people. And a great many have asked for repeat performances, for further inspiration and study!

hot

If you know how to use it

We want to show you "how"—with our new *Formula For Selling Americans Today.* We're ready to demonstrate, individually or in group meetings with planning and creative people—as soon as you give the word. Why not call or write us today?

EAST, SOUTHEAST

WBZ+WBZA	Boston+Springfield	51,000
WGR	Buffalo	5,000
KYW	Philadelphia	50,000
KDKA	Pittsburgh	50,000
WFBL	Syracuse	5,000
WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	50,000
WOC	Davenport	5,000
WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
KFAB	Omaha	50,000
WMBD	Peoria	5,000
KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Ft. Worth—Dallas	50,000
KENS	San Antonio	50,000

MOUNTAIN AND WEST

KBOI	Boise	5,000
KVOD	Denver	5,000
KGMB-KHBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Main 5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

and station programs on which they appear as well as in-store promotion for advertised products.

The entire program is costing KPHO-TV in the vicinity of $60,000 a year. Station executives attest to its value.

The Phoenix market is one of the most competitive in the country, with four vhf stations.

In June 1955, the station became an independent operation, having previously been with CBS-TV. It scheduled some 48 syndicated programs along with an impressive list of locally produced shows which had become established features among Phoenix audiences during the years.

As a result of its many top-drawer syndicated shows and a heavy promotion campaign aimed at the local audience, the station claims to have retained the lead among Phoenix audiences in the first survey taken by the American Research Bureau since the station assumed independent status, lead in quarter hours captured from 5 p.m. station signoff, seven days a week (AR July 1955) with 34.5% of the quarter ho against 30.5%, 21.5% and 13.5%, resp tively for the network affiliates.

During daytime hours the station sh led from 12 noon to 5 p.m. Mondays throu Fridays, with 42% of quarter hours ca tured as against 38%, 20% and 0% for th competing stations.

KEEPING IN TOUCH BY MOBILE RADIO

ONE SECRET of radio's success is its intimacy and friendliness—one neighbor talking to another.

This is the secret employed by KBIG Avalon, Calif., to literally get next to its audience.

Earlier in the year, KBIG Manager Bob McAndrews put his disc jockeys on wheels and sent them to the people. The results: Greater audience loyalty and a better understanding of the audience on the part of station personalities.

KBIG acquired a Volkswagen miniature bus and a Chevrolet Corvette sports car to do the job. The Volks was converted by engineering supervisor Bill Dalton and his staff into a self-sufficient mobile unit, complete with turntables and all announcing and engineering facilities. The Corvette is used by Stu Wilson, special events director, and Larry Berrill, news director, for fast transportation to news breaks deserving on-the-spot telephone coverage such as the recent Sepulveda fire, the Santa Barbara and Palm Springs road races or the Holtville Carrot Festival.

Both cars are roving billboards, complete with the curvaceous KBIG mermaid used in all station publicity, and double as ideal parade units at festivals.

Since the new policy went into effect, KBIG personalities have been able to originate their record shows this year in all eight Southern California counties served by the station. They have shaken hands and talked with thousands of fans, interviewed hundreds on the air, signed autographs, passed out pictures, blotters, postcards and windshield stickers as mementos of the station.

"Now they are more than just an unknown and unseen voice that comes out of the speaker," Mr. McAndrews notes. "Folks know them and listen to them like they would any friend."

The Volkswagen has been the nucleus for a KBIG exhibit at the county fairs of Los Angeles, Orange, Riverside and San Diego; the San Bernardino Orange Show; the Farmers Fair at Hemet; the Sportsmen's Show and Do-It-Yourself Show at Pan-Pacific Auditorium, Los Angeles; the Hobby Show at the Los Angeles Shrine Exposition Auditorium, and the Do-It-At-Home Show at Long Beach.

On weekends this summer, the traveling studio headed for the beaches and this winter it will turn inland to parking lots and entrances of supermarkets, drugstores, furniture stores and realty subdivisions.

Its most recent chore: the Los Angeles County Fair at Pomona for 17 days from Sept. 16 to Oct. 2.

When the Volkswagen is on one assignment, it doesn't keep the other disc jockeys at home base, Mr. McAndrews told B•T. If Carl Bailey or Larry Berrill are doing their shows from the mobile unit, Mr. Wilson probably has the Corvette enroute to the suburbs to originate his daily combined music and interview show, *Are Ya Listenin'?* He set up shop nearly all summer, Monday through Friday, in the windows of various McMahan Furniture Stores. Between records and handing out merchandise, Mr. Wilson interviewed just about every mayor, postmaster, chief of police and Chamber of Commerce official all through Orange County and southern Los Angeles County.

The Orange County interviews, Mr. McAndrews said, were photographed and made up into a 10-page color booklet, "The Orange County Story: As Told by Those Who Helped Build It."

Program Director Alan Lisser said KBIG personalities like the variation from the daily four-walls routine which the new mobility allows. "They like to get the 'feel' of their listeners by meeting them, discussing music, learning their interests," he said.

Mr. Berrill explained it, "Every announce likes to visualize one person, or at most small group, to whom he is addressing hi remarks. While on remote, we can actually see the people and it helps us do a better mike job back in the studio.

Mr. McAndrews told B•T his disc jockeys "are continually amazed and gratified at the intense public interest in radio, even after al these years of familiarity."

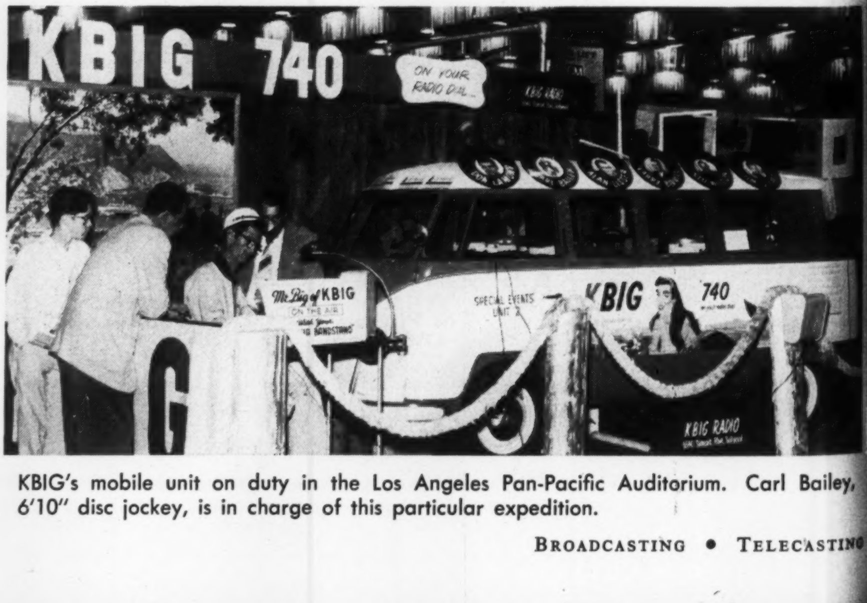
Lanky 6 ft. 10 in. Mr. Bailey, who calls himself the world's tallest disc jockey, said "Southern Californians sure are curious about what announcers look like and what makes our remote broadcasts tick technically. Especially on weekend remotes, they come up and tell us they heard us on the air and drove 20 to 50 miles just to say hello and watch us work.

"In the city, they come down to watch if they think we're giving away prizes. But in the suburbs and in the country the folks come just out of pure friendliness."

All of the KBIG announcers find remote work a place to meet old friends as well as current fans. "I left Chicago four years ago," Mr. Berrill said, "but folks still come up when we are on remote and tell me they remember me from my days as all-night disc jockey at WIND Chicago."

All married men, they don't dare tell you another advantage to the KBIG remote work. Sometimes Marilyn Barnett or Darlene Coats, the two live models who impersonate the KBIG mermaid, join them as hostess at an exhibit. "I always notice more hands waving when I'm next to one of these girls," Mr. Wilson admitted. "And that's the only time I seem to get any whistles."

Either way, KBIG finds going to the people is a good way to make friends and find profit as well as promotion.



KBIG's mobile unit on duty in the Los Angeles Pan-Pacific Auditorium. Carl Bailey, 6'10" disc jockey, is in charge of this particular expedition.

Buy the Maximum—

Sell = 319,667 TV Homes

with WLAC-TV

CBS BASIC NASHVILLE Channel 5

WLAC-TV's vast multi-market total service area contains 2,601,300 people, 726,300 families, and 407,795 TV homes. Fully documented to date are 319,667 TV homes within WLAC-TV's ARB Area Survey and Measured 0.1 MV/M Contour. Buy the maximum—buy WLAC-TV, Channel 5—the only big area station with *positive market proof!*

WLAC-TV TOTAL COVERAGE AREA
KENTUCKY
TENNESSEE
ILL.
IND.
ALA.
NASHVILLE
Evansville
Henderson
Madisonville
Princeton
Hopkinsville
Bowling Green
Clarksville
Paris
Union City
Murray
Mayfield
Paducah
Cairo
Charleston
Fulton
Caruthersville
Dyersburg
Humboldt
Jackson
Gallatin
Lebanon
Murfreesboro
Columbia
Lewisburg
Shelbyville
Lawrenceburg
Pulaski
Fayetteville
Tullahoma
Winchester
McMinnville
Sparta
Cookeville
Crossville
Oak Ridge
Harriman
Lenoir City
Cleveland
Chattanooga
Dalton
Scottsboro
Fort Payne
Athens
Muscle Shoals
Decatur
Florence
Iuka
Columbia
Somerset
Middlesboro

Buy AREA Impact on WLAC-TV, the South's Great MULTI-MARKET STATION

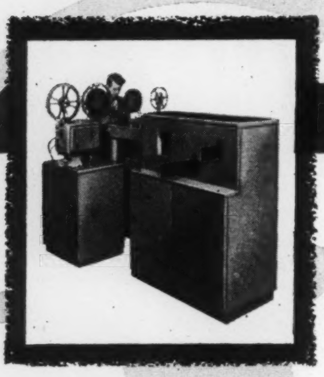
T. B. BAKER, JR.
Executive Vice-President and General Manager

NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.
NEW YORK CHICAGO DETROIT KANSAS CITY
ATLANTA DALLAS LOS ANGELES SAN FRANCISCO

ROBERT M. REUSCHLE
National Sales Manager

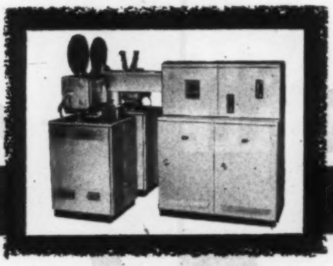
Speaking of chain reactions.

EXCELLENT MONOCHROME



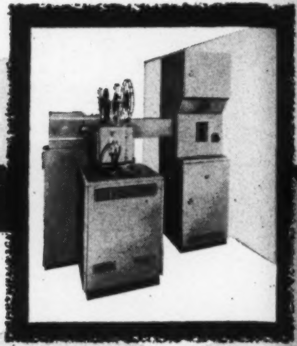
1 The Du Mont Multi-Scanner permits reproduction of monochrome slides, opaques, and 16 mm film. Flexibility of the system is practically unlimited. System may be built up starting with any one of 5 pickups.

SUPERIOR COLOR



2 The color Multi-Scanner produces beautiful high-fidelity pictures from slides or film. This system may be purchased as a complete unit, or as a simple conversion for the monochrome Multi-Scanner.

LIMITED LIVE COLOR

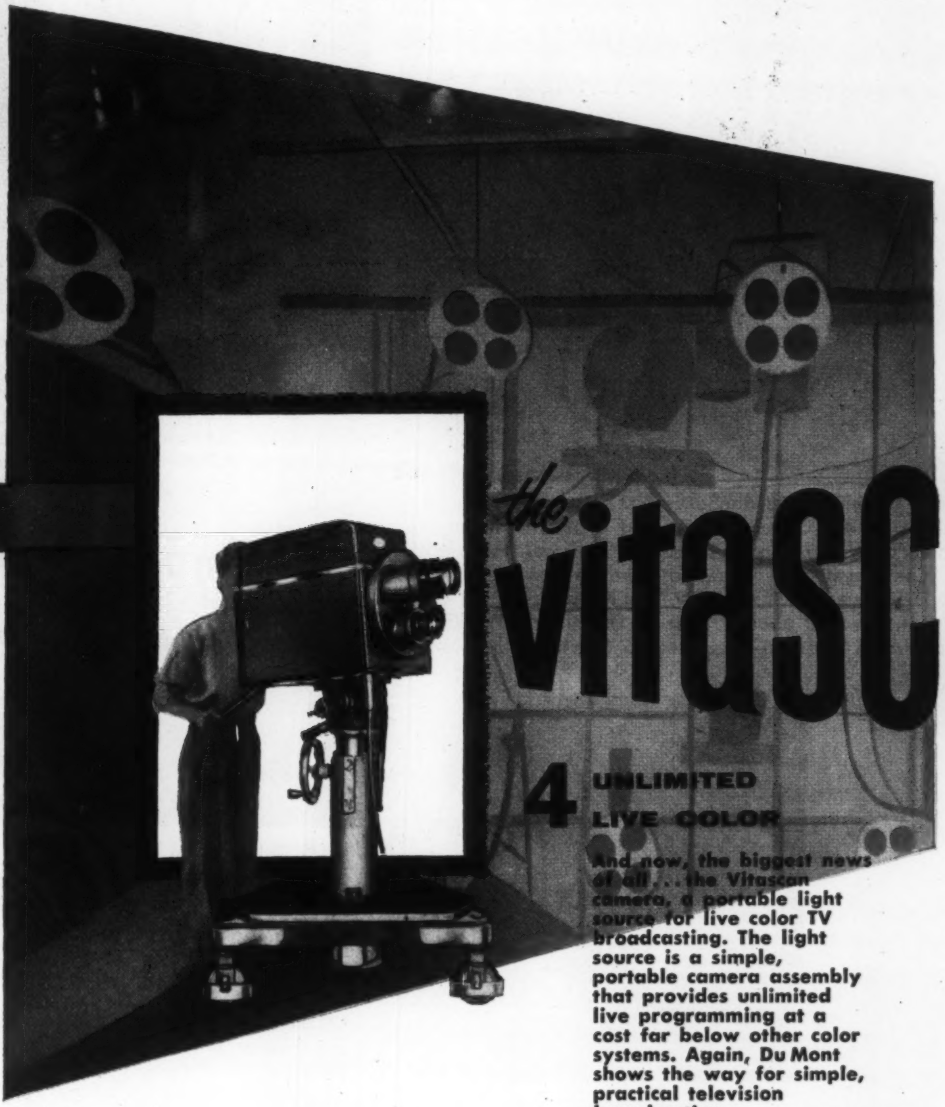


3 The talk of the industry... the Multi-Scanner may be used for local live color in addition to film and slide pickup. The light source of the Multi-Scanner scans a live scene, and associated equipment picks up the reflected light to produce a color signal of superior quality. System costs but a fraction of other live color systems. Completely integrated ... five simultaneous picture sources.

When the Du Mont Flying Spot Scanner was first introduced, the industry knew it was good... but few foresaw the tremendous success it has had in all its adaptations. Today, the flying spot scanner principle as applied by Du Mont leads in simple, economical and practical television broadcasting of both monochrome and color film, opaques, slides and live programming.

DU MONT®

Television Transmitter Department
Allen B. Du Mont Laboratories, Inc.
Clifton, New Jersey



the vitascan

4 UNLIMITED LIVE COLOR

And now, the biggest news of all . . . the Vitascan camera, a portable light source for live color TV broadcasting. The light source is a simple, portable camera assembly that provides unlimited live programming at a cost far below other color systems. Again, Du Mont shows the way for simple, practical television broadcasting.

Here's one you can control!

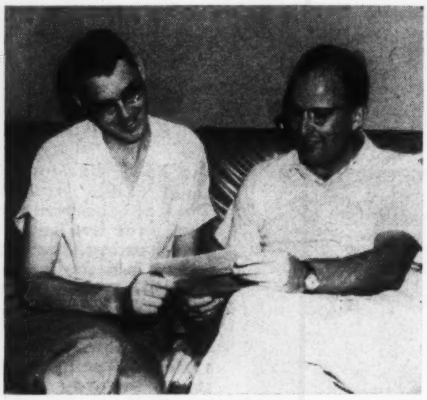
Start your scanner operations at any point you need! If you need a source for only monochrome film, opaques, and slides choose the Monochrome Multi-Scanner. If you plan color for later on, you can always convert at minimum expense. At any time, you can add live color with either the fixed or portable light sources. Here is television broadcasting equipment *tailored* to your exact needs!

ON THE DOTTED LINE . . .

CREIGHTON KOHNERT, Graybar Electric district appliance sales manager, signs for Ohio State U. football games on WTAM Cleveland. Starting Sept. 24, the eight game schedule will be presented by Hotpoint products and Sylvania tv, for which Graybar is local distributor. Watching (l to r): Theodore Sliwa, WTAM sales; Don Elliott, Cleveland sales promotion manager for Graybar; William N. Davidson, WTAM-WNBK (TV) assistant general manager and director of sales; Harold W. Waddell, WTAM sales manager, and Dan Franz, Belden-Hickox Advertising account executive.

PETER COREY, vice president, Kay-Corey Oldsmobile, signs for one-half sponsorship of DuMont Network's New York Giants pro football games on WHYN-TV Springfield, Mass., beginning Oct. 2. Watching: (l to r) Michael Horn, account executive, John Parsons, general manager, and Kendall Smith, program manager, all WHYN-TV, and Phil Kay, another Kay-Corey vice president.

DAN BEAM (l), manager of the G. F. C. Loan Co., Pensacola, Fla., and J. Holliday Veal, station manager of WCOA there, discuss broadcasting and promotion plans for the U. of Florida's 1955 football games, which will be sponsored on WCOA by the loan company. ➤

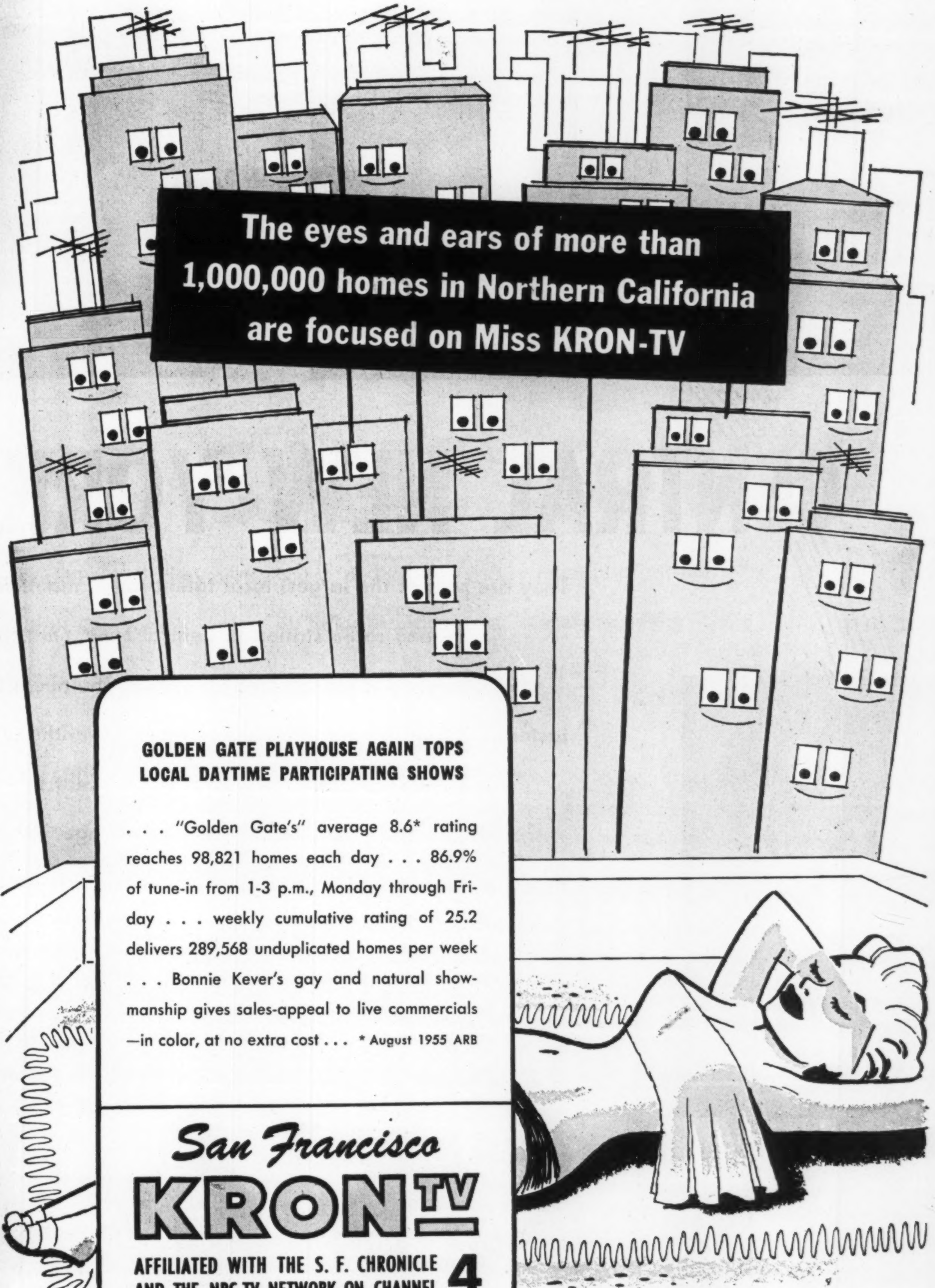


KTLD Tallulah, La., has arranged with three firms for sponsorship of Louisiana State U. football games. At the signing are (l to r) J. W. Love, vice president, and Harvey T. Mounger, executive vice president and cashier of the Southern National Bank, one of the sponsors, and KTLD manager Si Willing. Other sponsors are Lamar T. Loe Chevrolet Co. and Stewart-Owen Lumber Co.

J. EVERETT PIDGEON Jr., director of advertising for the Coca-Cola Bottling Co. of Memphis, Tenn., signs for his company to sponsor the U. of Mississippi football games for the 11th straight year on WMC Memphis. Looking on are H. W. Slavick (l), WMC general manager, and Tad Smith, U. of Mississippi athletic director.

SPONSORSHIP by two local men's clothing stores has been announced by KOMU-TV Columbia, Mo., for a weekly program highlighting Missouri U. football games. The show will feature filmed action shots from the preceeding week's game, with commentary by Coach Don Faurot.

At the contract signing are (l to r): seated, Gene Glenn of Glenn Shoe Store, Coach Faurot, and Dick Barnett of Barnett Men's Clothing Store. Standing are KOMU-TV account executive Ralph Johnson and Sports Director Jean Madden.



The eyes and ears of more than 1,000,000 homes in Northern California are focused on Miss KRON-TV

GOLDEN GATE PLAYHOUSE AGAIN TOPS LOCAL DAYTIME PARTICIPATING SHOWS

. . . "Golden Gate's" average 8.6* rating reaches 98,821 homes each day . . . 86.9% of tune-in from 1-3 p.m., Monday through Friday . . . weekly cumulative rating of 25.2 delivers 289,568 unduplicated homes per week . . . Bonnie Kever's gay and natural showmanship gives sales-appeal to live commercials —in color, at no extra cost . . . * August 1955 ARB

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

Represented Nationally by Free & Peters, Inc.

No. 5 in the series, "What Every Time Buyer Should Know About KRON-TV"

JIM DELINE, The Jim Deline Gang

DEACON DOUBLEDAY, Farm Director

FRED HILLEGAS, News Editor

CENTRAL NEW YORK'S

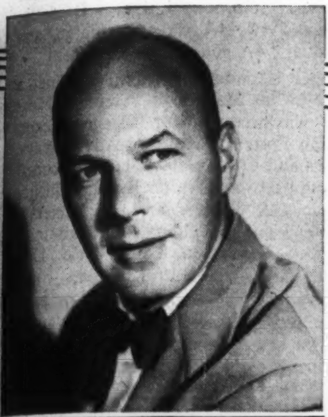
They are part of the largest local talent roster maintained by any radio station in Central New York. They are old hands in the business of serving the needs and tastes of this great area. They have become, over the years, the TRUSTED daily companions of a great share of the 428,000 radio families in WSYR's coverage. They are RELIED UPON for good entertainment, authoritative news, important public service. Naturally, the products which they advertise share in their public acceptance.

JENNIE-BELLE ARMSTRONG, Women's Director

NBC AFFILIATE

WSYR

5 KW — SYRACUSE — 570 KC



ROD SWIFT, News Commentator

BILL O'DONNELL, Sports Editor

ELLIOTT GOVE, Timekeeper Show

BEST SALES FORCE!

The market which they serve is one of America's truly important markets. Metropolitan Syracuse is ranked by Sales Management Magazine as the nation's best test market. The great trade area served by WSYR embraces a population of 1.5 million, with annual buying power of $2 billion. WSYR's superior population coverage, like WSYR's superior local programming service, is clear beyond dispute.

CARL ZIMMERMAN, News Commentator

ED MURPHY, The Ed Murphy Shows

ROBERT NELSON, News Commentator

MARKET • MANAGEMENT • FACILITIES • PROGRAMMING • PUBLIC SERVICE

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

[*A&A continues from page 32*]

to stick to formulas" for the most part, he said.

But after the music-news-sports splurge and the total billings dip of last year, Mr. Nelson said, there are "fresh winds blowing and evidence that radio is showing new life in all departments."

Radio will continue to grow, he said, because of its two greatest assets: "First, people can and will listen to radio when they are doing other things. Radio can follow them from task to task and from room to room. Out of the house and into the car. And thus reach them better and more often than any other medium. In a country as much on the go as ours, I thing that is important.

"Second is the immediacy of radio, especially in the news department. Radio can bring us news as it is happening, regardless of where we are or what we we are doing at the time."

He described as "new and exciting radio" the initiative of a California station which put its reporter and tape recorder in a police prowl car and came up with unusual news features. "That was a new idea and it sold," Mr. Nelson said.

Other "fresh angles" of radio complimented by the agency executive were NBC's *Monitor* and CBS' news initiative. Simulcast of popular tv shows also puts good program fare before many who otherwise could not be counted among an advertiser's audience, he noted.

"It is beginning to look again as though if you put on a good radio program you will get enough people to listen to make it worthwhile for an advertiser to pay the freight," he concluded, pointing out the many new advertisers who are going into radio as well as the others who are returning.

With radio's lowest cost-per-thousand, its immediacy and flexibility, Mr. Nelson said, it deserves the consideration of all advertisers.

Professional Status Cited

In another Tuesday morning talk, Walter Guild of Guild, Bascom & Bonfigli Inc., San Francisco, attacked the "amateur" approach in advertising. Describing the field as a profession like law or medicine, Mr. Guild indicated it is the duty of the agency man to properly counsel his client on what best suits his needs.

The amateurs, he said, "are those who simply don't believe in advertising. I don't care how long a man has been in advertising, if he still doesn't believe in the force of advertising, he's an amateur."

Mr. Guild said another group of advertising amateurs "which I find particularly nauseating is the group which addresses its efforts to a vast audience of Mongolian idiots. I resent the advertiser, or the advertising practitioner, who does not respect the dignity of the American public."

Attacking much of today's cigarette advertising, he said apparently the theory is (a) the public is stupid, therefore we can say almost anything or (b) say it over and over again, whether it makes sense or not.

"I submit that advertising geared to the so-called 12-year-old mind is the work of the advertising amateur. Not because such advertising is socially unacceptable, or because it is irritating, or because it is immoral—it is amateurish simply because it doesn't work. It does not persuade because it is patently unbelievable."

Mr. Guild described another group of amateurs are those who rely on gadgets in lieu of advertising. "These are the boys who emphasize the terrific merchandising, the hot premiums, the fancy deals." Citing many of these people are in the food business, Mr. Guild related that Skippy Peanut Butter, a tv advertiser, has but three salesmen and little merchandising, yet only 10 other items in the grocery store sold in greater volume last year.

Merchandising helps as a supplement, he agreed, but Jello is selling not because of merchandising but because of the "funny little animals" in space advertising and the "busy day" spots on television.

Charles Cole, director of sales, National Motor Bearing Co., Redwood City, Calif., and formerly president of L. C. Cole Adv., San Francisco, concluded Tuesday's meeting by telling the agency representatives what it is like to be on the other side of the advertising fence.

Tribute to the vitality and role of the major advertising media in the American way of life was extended Monday by Henry G. Little, president and board chairman of Campbell-Ewald Co., in his talk on "who built the house we live in." Mr. Little is 4A board chairman.

Another afternoon panel traced "trends in brand and consumption movement." Participants were Robert M. Lindsey, vice president of A. C. Nielsen Co., Menlo Park, Calif., and Donald W. Connell, vice president, Market Research Corp. of America, Chicago.

At a closed executive session Monday morning, the 4A group listened to a panel discussion of the Dept. of Justice complaint against the association and the five media associations, including NARTB. On advice of counsel, news of the meeting was not released. Panel leader was 4A President Frederic R. Gamble. Participating were 4A Board Chairman Henry G. Little, Campbell-Ewald Co., Detroit; 4A Vice Chairman Mr. Holbrook; J. Davis Danforth, BBDO, New York, 4A director-at-large, and George Link Jr., 4A general counsel.

At an open Monday afternoon meeting, a panel on "How to Make Our Personnel More Productive" was presented for the agency executives. Joseph Epstein, Fitzgerald Adv. Agency, New Orleans and 4A director-at-large, presided. Others taking part were Walter Buchen, Buchen Co., Chicago, 4A director at large; Emerson Foote, Foote, Cone & Belding, and Arthur G. Rippey, Rippey, Henderson, Kostka & Co., Denver, director of the 4A central region.

At the Wednesday session, "How to Build More Effective Advertising Response," and importance of market and media research were discussed along with sales stimulants such as contests and premiums.

Irving Gilman, vice president, Institute for Motivational Research Inc., Croton-on-Hudson, N. Y., said advertisers and agencies too frequently forget to diagnose the patient before making out the prescription to cure him. He said research into why a product sells or doesn't sell is necessary before the campaign begins. Price is not always a factor, Mr. Gilman said, noting the auto industry through applied psychology in advertising has induced the American public to buy cars it cannot afford, yet can't afford to do without.

"Efficiency in marketing is essential also for an advertiser to survive," Franklin H. Graf, Nielsen vice president, said. The finest advertising promotion in the world is no good if the product is not available when the consumer wants to buy it, he explained. Mr. Graf noted that the one-shot special coupon or sales gimmicks will not increase the sale of any product over the long run, even though sales may spurt for a short time. For this reason basic research is needed to learn why a product ranks as it does in consumer preference.

Budget Compared

The Nielsen executive compared the advertising budgets of 30 top products and pointed out that all four major media—network radio, television, magazines and newspapers—were employed by the majority to obtain and hold their respective leadership. Recalling the "booms and busts" of some products which went into television too strongly and neglected other media, he told the agency group "you people must advise caution" in the correct choice of media to meet particular needs. Each case is different, he indicated, pointing out there is such a thing as "over saturation of advertising."

Believability of advertising was emphasized by Dr. Daniel Starch, head of Daniel Starch & Staff Inc., Mamaroneck, N. Y. Speaking on readership research, Dr. Starch said extravagant claims in advertising do great harm and is appropriate only to promote a side show.

Because mass transportation and mass communication have effected wide dispersion of our population into suburban areas, the self-service shopping center is growing rapidly, Dr. Starch noted. This places a bigger burden upon advertising to pre-sell the housewife before she gets to the store, he said, since there is less and less personal contact between buyer and seller today in such stores.

The right place of contests and premiums in advertising was explained by Michael B. Muggill, Reuben H. Donnelley Corp., Los Angeles. Contests cannot replace advertising, he indicated, but are important supplements in building new markets and obtaining product distribution. "To enter a contest, the housewife must find

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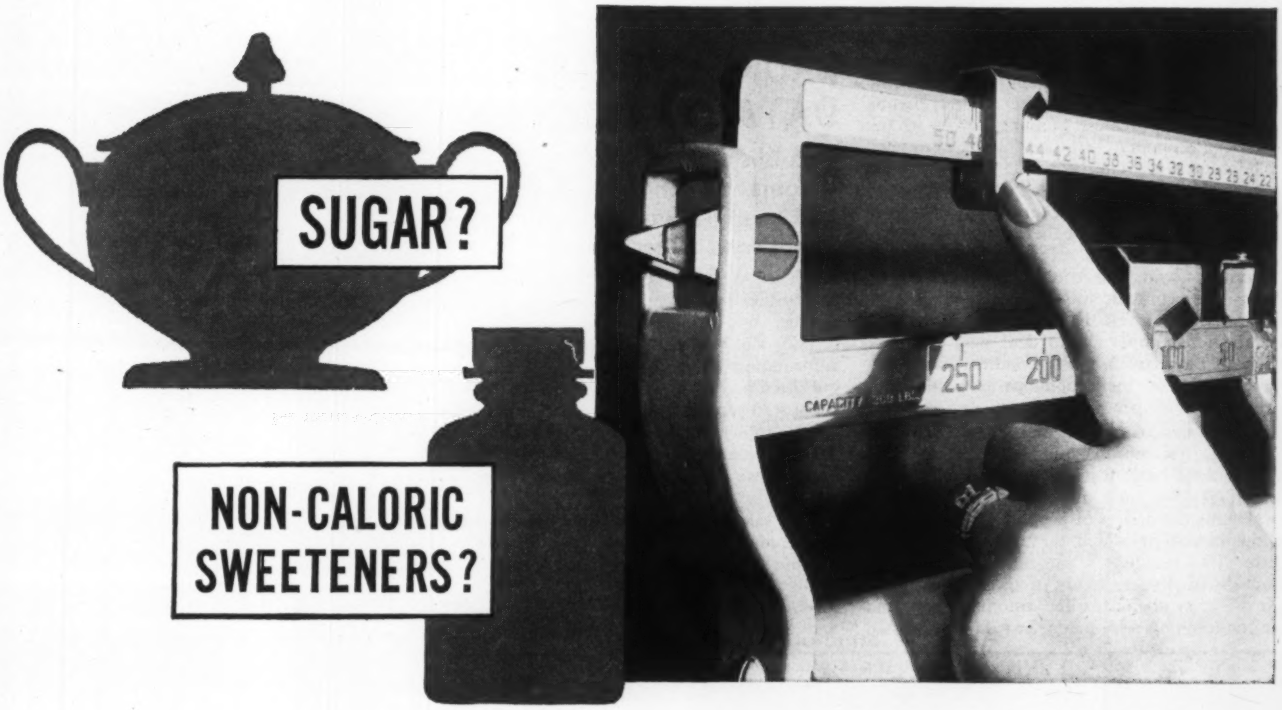
AAAA GROUP ELECTS EVANS CHAIRMAN

TREVOR EVANS, account executive, Pacific National Adv. Agency, Seattle, has been elected chairman for the 1955-56 Pacific Region Board of Governors of the American Assn. of Advertising Agencies. The announcement was made by A. W. Neally, BBDO vice president and current chairman of the Pacific AAAA group, at the organization's 18th annual meeting, held at the Hotel del Coronado, Coronado, Calif.

Other newly elected members of the 1955-56 Pacific Region Board of Governors are: William E. Haberman, L. C. Cole Co., San Francisco, vice chairman; Harry Pearson, McCarty Co., Seattle, secretary-treasurer; Roy Campbell, Foote, Cone & Belding, Los Angeles; Robert Knollin, Knollin Adv., San Francisco; J. Walter McClean, J. Walter McClean Adv., Spokane; and Richard G. Montgomery, Richard G. Montgomery & Assoc., Portland, Ore.

FRED GAMBLE (l), president of AAAA, extends congratulations to Trevor Evans (c), newly elected chairman of AAAA Pacific Region Board of Governors, and William E. Haberman, newly elected vice chairman of group.

Which is better?



Health authorities weigh the evidence

National Research Council finds use of artificial sweeteners in foods and beverages of little value in weight control

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Studies at Harvard show how an intelligent use of sugar can actually help to make reducing easier

The slimming claims of artificially sweetened foods and beverages are based on a very slim basis of fact. This has been brought out by the Food and Nutrition Board of the National Research Council in its report to the Federal Food and Drug Administration after nearly a year of study.

The Report stated: "*There is no clear justification for the use of artificial sweeteners by the general public as a weight-reducing procedure.*"

And "*It is emphasized strongly that the availability and consumption of artificially sweetened foodstuffs have no direct influence on body weight nor are the foodstuffs in question of any importance in weight-reducing programs.*"

Sugar itself contains only 18 calories per level teaspoon—a lot fewer than most people have been led to believe. That's the number of calories an average adult uses up in about 7½ minutes of normal activity.

And because it raises the blood sugar level (which helps to regulate appetite) faster than any other food, the use of sugar actually plays a part in the healthy body's own weight control system.

Further information on the Harvard Blood Sugar Level Studies and the National Research Council Report may be obtained from . . .

SUGAR INFORMATION, INC., New York 5, New York

your brand," he said. "She can't settle for a competitor's product."

Contests and similar promotions also help the advertiser to obtain favorable store displays, he noted, while essay competitions force the housewife to absorb the company's advertisement "and give the ideas back to you." Contests also permit the radio and television advertiser to check on his audience or to build audience for a new show, he said.

At the closing luncheon session Wednesday noon, Mr. Holbrook called for agency officials to "promote, more heavily than ever before, the understanding and acceptance of advertising as one of the greatest building forces in the American economy." He said three groups need to be educated: "The economic optimist—who thinks that our future and growth of population guarantees our future prosperity; the economic pessimist—who believes we will overproduce ourselves into recession, and the misled critics—who believe or suspect that advertising is an economic waste."

Mr. Holbrook felt the optimist and pessimist are the most important to deal with "because many of them are in finance, industry and government where their opinions can influence advertising, hamper it, or help it."

But, he said, American marketing experience —selling, promotion and advertising—have proved three basic truths: "(1) Markets are not found. (2) They are made by discovering and awakening the desires of people. (3) Advertising is the means by which these desires are converted into markets." The multi-billion dollar markets of frozen foods, detergents, plastics, television, synthetic textiles, automatic heat and air conditioning were made, he said, not created by any population boom.

"It took the industrialist's vision, the engineer's genius, the investor's capital, to develop and produce these wonderful modern products," he said. "But each one of these products upon birth could have been short lived had not advertising been used effectively to familiarize people with the advantage and benefits of these products and to stir the desires which would result in purchase and consumption."

RADIO NETWORK DATA SERVICE CUT

Publishers Information Bureau contends variations in rate and discount structures make comparisons impractical.

A CURTAIN has been dropped suddenly on any further measurement of radio network gross billings.

This was revealed last week by Publishers Information Bureau, which said it has ceased publication of monthly gross time costs of sponsored programs and aggregate gross billings for the four radio networks. PIB had been publishing these figures for many years. The suspension was effective with the completion of PIB's July report.

PIB said the discontinuance was prompted by "recent changes in the rate and discount structures of the various networks." These changes have affected "the comparability of the gross billing figures, one network with another, and also the comparability of current figures with those of the past," according to a memorandum by W. H. Mullen, PIB's secretary.

Mr. Mullen added: "Accordingly any such data as previously published by PIB seem no longer valid, either as indicative of month-to-month trends or of relative time costs of sponsored programs.

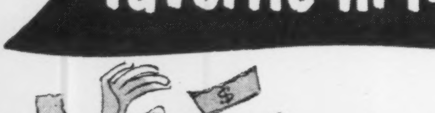
"Since PIB has always prided itself on the accuracy of its media data, the decision to suspend publication of the gross billing figures for network radio was therefore decided upon, after consultation with the representatives of the four networks.

"In the foreseeable future, the monthly PIB network radio reports will continue to give advertisers and advertising agencies the following information:

"1. Account name, program name and network. 2. Monthly network use, with regional networks or supplementary stations indicated. 3. Program length, broadcast time, and number of broadcasts per month.

"No similar problem arises in the case of network television. Publishers Information Bureau will therefore continue to publish its monthly network tv reports, including gross time costs for each program, in exactly the same form as in the past."

While the network tv report will be thus continued, PIB also announced that as of Sept. 15, 1955, the DuMont Television Network, according to PIB's records, changed from a national network to a local operation. Thus, its August 1955 report of gross time charges gives the network tv figures of ABC, CBS, DuMont and NBC but does not present similar information for the radio networks (see story, page 107).



Favorite in Michigan's 2nd Biggest Market!

WKMF REALLY SELLS!

In Flint where peak employment, buying, building and banking are setting new all-time records . . . WKMF takes the radio spotlight! As FLINT'S FIRST exclusive "Disc-Jockey" station . . . as FLINT'S ONLY 24 hour station . . . as FLINT'S FOREMOST news station with NEWSCASTS every hour on the hour . . . as FLINT'S outstanding station for leading sports events . . . WKMF has won the listening audience for its ever-growing list of local, regional and national advertisers! Get on WKMF and get the proof!

SAVE 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH—Dearborn—Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

represented by HEADLEY-REED

You Can Make A Mint In Flint On

WKMF

FLINT, MICHIGAN

Fred A. Knorr, President
Eldon Garner, Managing Director

KNORR Broadcasting Corporation

FC&B ELEVATES ROY CAMPBELL

ELECTION of Roy Campbell as executive vice president in charge of Foote, Cone & Belding's western operations, was announced Oct. 3 by Don Belding, chairman of the agency's executive committee.

MR. CAMPBELL

Mr. Campbell, a vice president of the firm for the past seven years and a member of its board of directors since 1950, has served for the past 15 months as marketing consultant to FC&B clients in the western division. He now assumes management responsibility for the entire FC&B western division. It includes offices in Los Angeles, Hollywood, San Francisco, Portland, Oregon, and Houston, Texas.

William J. Pringle, Ford Sibley and Stephen Wilhelm will continue in their present capacities as vice presidents and managers of the Los Angeles, San Francisco and Houston offices respectively, Mr. Belding said.

Mr. Belding himself will continue his association with the western division and will also remain as chairman of the national executive committee.

Richfield's Choice Is Radio-Tv, 5 to 1

RADIO and television are the overwhelming advertising media choice of Richfield Oil Corp.'s independent distributors, according to B. N. Pollak, Richfield's advertising and sales promotion manager.

Radio and tv lead in dollar volume by almost five to one, Mr. Pollak said, considering that all major media are available to the distributors.

One-minute tv spots will break this week along the eastern seaboard, from Maine through Florida, on behalf of Richfield Ethyl gasoline, with cooperative radio and tv advertisers scheduled to break at the same time in the same area.

Morey, Humm & Johnstone, New York, is the agency.

White King Names Tormey Director of Advertising

WILLIAM J. TORMEY has been named vice president and director of sales and advertising for Los Angeles Soap Co., and its subsidiary, White King Soap Co., according to Andrew K. Forthmann, president. Mr. Tormey has been with the company, a major radio-tv advertiser, for 19 years.

MR. TORMEY

Lawrence W. Nolte continues in his job as advertising manager for White King Soap Co.

Va. Agency Changes Name; Enright Made Vice President

WITH the addition of Edward T. Enright to the executive staff, McCurry-Gunn agency, Norfolk, Va., has changed its name to McCurry, Gunn, Enright Co., according to President Courtenay E. McCurry.

Mr. Enright, who has 20 years experience in advertising and sales merchandising, will be vice president and account executive of the new organization. He has been with Sears, Roebuck & Co., Virginia Press Association and most recently served as advertising director for Ames & Brownley.

Chas. R. Stuart Agency Now Charles P. Johnson Co.

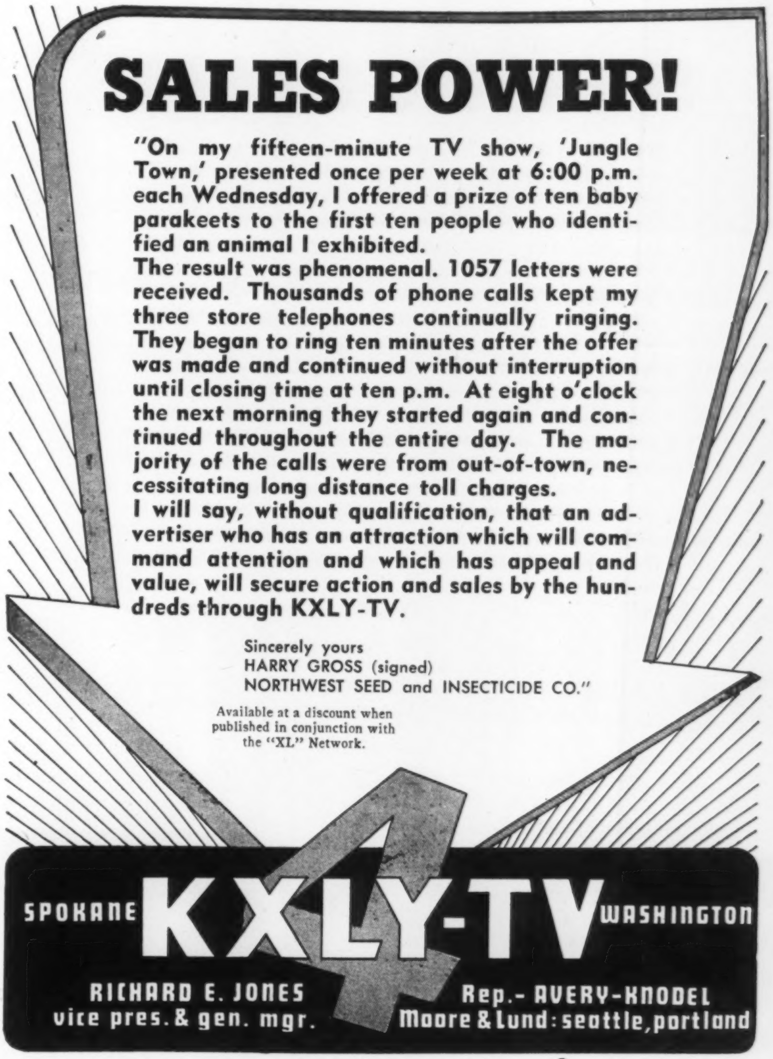
NAME-CHANGE has been announced by the Chas. R. Stuart advertising agency. The company will now be known as the Charles P. Johnson Co.

The Stuart agency was founded in 1915 by Charles R. Stuart, who sold the firm to Charles P. Johnson in March 1942. Mr. Johnson, a former reporter for the *St. Louis Post-Dispatch*, began working for Mr. Stuart in 1932, ten years before the agency changed hands.

In addition to Mr. Johnson, other principals are Fred Parke, Peter Hurst, Dan Lewis and Malcolm Dewees, account executives; Tom Leaming Smith, copywriter; Robert Freeman, art director; Janet Lindsay, media director, and Jean Kehne, production manager.

Hormel to Discuss Plans

ARTHUR E. LARKIN Jr., vice president, Packing Div., George A. Hormel & Co., will be in Dallas, at the Adolphus Hotel, on Oct. 19 to review spot radio in the Texas market. Hormel advertising officials have invited station representatives to meet with him on that date. Mr. Larkin expects to discuss costs, availabilities, and ratings for morning spot radio based on 25-30 second spots concentrated within the "food days" of Wednesday, Thursday and Friday. He also expects to get figures on a fifty 30-second spot schedule and a 25 one-minute spot schedule. Campaign would begin in November and end sometime in February, running 16 weeks.


SALES POWER!

"On my fifteen-minute TV show, 'Jungle Town,' presented once per week at 6:00 p.m. each Wednesday, I offered a prize of ten baby parakeets to the first ten people who identified an animal I exhibited.
The result was phenomenal. 1057 letters were received. Thousands of phone calls kept my three store telephones continually ringing. They began to ring ten minutes after the offer was made and continued without interruption until closing time at ten p.m. At eight o'clock the next morning they started again and continued throughout the entire day. The majority of the calls were from out-of-town, necessitating long distance toll charges.
I will say, without qualification, that an advertiser who has an attraction which will command attention and which has appeal and value, will secure action and sales by the hundreds through KXLY-TV.

Sincerely yours
HARRY GROSS (signed)
NORTHWEST SEED and INSECTICIDE CO."

Available at a discount when published in conjunction with the "XL" Network.

SPOKANE KXLY-TV WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.
Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

Radio Saturation Buys Bring Results–Ehrlich

SATURATION RADIO is providing "even greater results for radio" since arrival of tv, Alvin Q. Ehrlich, vice president of Kal, Ehrlich & Merrick, Washington advertising agency, said last Wednesday in an address to a clinic held by WILY Pittsburgh. The clinic was arranged by Ernie Tannen, WILY general manager of the Kluge station.

MR. EHRLICH

The agency learned long ago by experience that saturation radio brought results the next day, Mr. Ehrlich said, explaining his agency places more advertising in the Washington market than any other local or national agency.

"We knew, from the more than 30 automotive accounts in our office, that not one car in a thousand was being sold without a radio installation," he said. "We knew through our appliance distributors, our appliance stores, that portable and home radios were selling better than ever before. These radios are listened to; so as others prepared the funeral dirge for radio, we looked to radio for even greater results . . . and got them."

Mr. Ehrlich said clients were encouraged to increase their radio budgets. "We pointed out the fallacy of once-a-day advertising on radio," he said. "We pointed out that the advertiser's operating fixed obligations would always remain the same, but an accelerated budget was the only outside expense needed to bring business in and this additional business could well be handled at the same fixed costs.

"We believed that saturation was 10 to 15 spots per day on any radio station. And for greater results, use greater numbers of spots—not all over the place, but on one station at a time.

"We believed that the listening public was composed of dial twisters and that no one station, regardless of surveys, owned an audience outright. So we bought any station regardless of size and made it pay off. We did not particularly seek important adjacencies. We wanted to spread the announcements throughout the day and week. Repetition was the buy . . . and repetition paid off. It didn't matter whether we were trying to sell merchandise or an idea . . . saturation paid off."

Mr. Ehrlich reminded that radio stations have a responsibility in saturation buying. "If you do not already have daily package prices, weekly package prices or monthly and yearly package prices, you certainly ought to," he said. "And when you give the agency or advertiser a package price, make it first class all the way. Don't double and triple spot, don't hide the advertiser's spots—go all the way.

Kal, Ehrlich & Merrick places between $4 million and $5 million worth of advertising every year, he said, and features "the local touch."

Copeland, MacLennan Named Bates Co. V.P.s

GUILD COPELAND and J. Ross MacLennan have been elected vice presidents of Ted Bates & Co., William H. Kearns, president, announced last week.

Mr. Copeland, who joined the agency in May after having been a vice president and copy supervisor at Biow-Beirn-Toigo, becomes a vice president and account supervisor.

Mr. MacLennan, who has been with Bates since 1950, and before that with Erwin Wasey & Co., has been named a vice president and account supervisor on the American Chicle Co. products.

SPOT NEW BUSINESS

Superior Macaroni Co., L. A., has started radio saturation campaign in local and regional stations for Superior Dinners line of complete meals, through Brooke, Smith, French & Dorrance. Musical jingles by Song-Ads Inc. are being used.

Missouri Farm Bureau Insurance Co. has radio spot schedule underway in five Missouri markets. The Illinois Farm Bureau group will start in several markets in late fall. Spot schedules are also planned for Kansas companies and Western Farm Bureau group—Colorado, Wyo-

CONSOLIDATED COSMETICS has signed to sponsor Robert Q. Lewis' Monday show on CBS-TV (2:15-30 p.m.). Dr. Joseph Schultz (l), head of the firm, and Mrs. Schultz describe the company's product, Lanolin Plus Liquid, to Mr. Lewis.

LATEST RATINGS

ARB

Top 10 Tv Programs
Sept. 11-17

		Rating
1.	$64,000 Question (CBS)	66.4
2.	Toast of the Town (CBS)	46.9
3.	Robert Montgomery (NBC)	38.4
4.	The Medic (NBC)	36.4
5.	Disneyland (ABC)	36.2
6.	I've Got a Secret (CBS)	34.6
	The Best of Groucho (NBC)	34.6
8.	Climax (CBS)	34.4
9.	Perry Como (NBC)	33.9
	Your Hit Parade (NBC)	33.9

		Viewers (000)
1.	$64,000 Question (CBS)	58,980
2.	Toast of the Town (CBS)	49,470
3.	Disneyland (ABC)	38,190
4.	Perry Como (NBC)	31,680
5.	GE Theatre (CBS)	30,590
6.	Two for the Money (CBS)	30,120
7.	Your Hit Parade (NBC)	29,200
8.	I've Got a Secret (CBS)	28,770
9.	The Best of Groucho (NBC)	28,700
10.	Robert Montgomery (NBC)	28,200

Copyright 1955 American Research Bureau

NIELSEN

Top 10 Television Programs
Two Weeks Ending September 10, 1955
NUMBER OF TV HOMES REACHED

RANK	PROGRAM	HOMES (000)
1.	64,000 Dollar Question (CBS)	17,766
2.	Toast of the Town (CBS)	12,360
3.	Dragnet (NBC)	10,336
4.	Climax (CBS)	10,292
5.	Miss America Pageant (ABC)	10,246
6.	Lux Theatre (NBC)	9,801
7.	Two for the Money (Scheaffer) (CBS)	9,701
8.	Gunsmoke (CBS)	9,692
9.	Disneyland (ABC)	9,678
10.	Undercurrent (P & G) (CBS)	9,482

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

RANK	PROGRAM	HOMES %
1.	64,000 Dollar Question (CBS)	55.5
2.	Toast of the Town (CBS)	38.6
3.	Miss America Pageant (ABC)	33.3
4.	Climax (CBS)	33.2
5.	Gunsmoke (CBS)	32.6
6.	Dragnet (NBC)	31.6
7.	Spotlight Playhouse (CBS)	31.2
8.	Lux Theatre (NBC)	30.8
9.	Two for the Money (Scheaffer) (CBS)	30.7
10.	Undercurrent (P & G) (CBS)	30.1

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PULSE

July 5-11; August 1-7
Evening

	July-Aug.	May-June
Our Miss Brooks (CBS)	5.1	6.0
Gary Crosby (CBS)	4.8	
Dragnet (NBC)	4.3	
Ed Murrow (7:45 PM, M-F) (CBS)	4.3	4.4
L. Thomas (6:45 PM, M-F) (CBS)	4.3	4.5
The Whistler (CBS)	4.1	4.3
Groucho Marx (NBC)	4.0	
Godfrey's Talent Scouts (CBS)	4.0	
Juke Box Jury (CBS)	4.0	
Two for the Money (CBS)	3.9	

Monday-Friday Daytime

	July-Aug.	May-June
Ma Perkins (CBS)	5.8	5.7
Wendy Warren (CBS)	5.8	5.5
Arthur Godfrey (CBS)	5.7	5.6
Guiding Light (CBS)	5.7	5.6
Helen Trent (CBS)	5.7	5.8

Saturday & Sunday Daytime

	July-Aug.	May-June
Gunsmoke (CBS)	4.3	
Romance (CBS)	4.2	
Galen Drake (CBS)	4.0	
Robert Q. Lewis (CBS)	4.0	
Masquerade, Misc. (MBS)	3.8	

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* Weighted Program Average for 19 Regular Pulse Markets.

ViDEODEX

Top 10 Tv Programs
Aug. 27-Sept. 2

	Name of Program	Cities	Tv Homes %
1.	The $64,000 Question (CBS)	143	35.7
2.	Dragnet (NBC)	136	33.0
3.	Toast of the Town (CBS)	144	31.7
4.	Climax (CBS)	122	31.3
5.	Lux Video Theatre (NBC)	96	30.2
6.	Robt. Montgomery (NBC)	94	29.0
7.	Best of Grouch (NBC)	147	28.8
8.	Westinghouse Summer Theatre (CBS)	90	28.7
9.	Four Star Playhouse (CBS)	118	28.0
10.	Wednesday Night Fights (ABC)	99	27.6

	Name of Program	Cities	Tv Homes (000)
1.	The $64,000 Question (CBS)	143	12,988
2.	Dragnet (NBC)	136	11,772
3.	Toast of the Town (CBS)	144	11,710
4.	Climax (CBS)	122	10,867
5.	Best of Grouch (NBC)	147	10,168
6.	Ford Theatre (NBC)	173	9,980
7.	Those Whiting Girls (CBS)	156	9,902
8.	Frankie Laine Time (CBS)	148	9,608
9.	Four Star Playhouse (CBS)	118	9,593
10.	G.E. Theatre (CBS)	142	9,520

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Television's Great New Live Dramatic Show

*

TIMED FOR TELEVISION'S MOST IMPORTANT AUDIENCE

*

SUNDAY 9:00 P.M. E.D.T. ON NEARLY 100 NBC-TV STATIONS

Première Presentation Sunday, Oct. 16

"THE BLACK WINGS"

by Joseph Schull

Says **I. W. WILSON,** *President, Aluminum Company of America*
"We of Alcoa believe this new series of dramatic television presentations will be pleasant and relaxing entertainment for you . . .

Speaking for more than fifty thousand people who make up the ALCOA family, we hope that you will find our occasional brief references to the aluminum business to be in good taste and of direct interest . . .

From time to time, we plan to tell you about some of the thousands of fascinating ways in which aluminum by ALCOA serves you and the nation.

Through our commercial messages, we plan to bring you news about our products and those of ALCOA's many customers.

We hope you will come to know us and aluminum better and that when you think of aluminum, you will think of ALCOA® Aluminum."

Adds **SYLVESTER L. (Pat) WEAVER, JR.,** *President, National Broadcasting Co.*
"Sunday 9:00-10:00 PM is one of the most important hours in television. It is a period when viewers expect and are entitled to superior entertainment.

The Alcoa Hour will be a magnificent series. I have seen the program blueprint for the upcoming season and it promises exciting viewing. We are delighted that ALCOA has chosen our facilities to entertain a nationwide audience and to inform them of ALCOA's products and services.

We feel fortunate in having an advertiser of ALCOA's stature and public awareness on NBC and look forward to a happy and prosperous association."

Your Guide to Aluminum Value

ALCOA
ALUMINUM
ALUMINUM COMPANY OF AMERICA
©ALCOA

MENNEN Co. and its agency, Grey Advertising, New York, claim a "first" for this televised press luncheon introducing its first women's product, Mennen Skin Magic, to more than 50 leading beauty editors. Televised on DuMont's WABD (TV) New York, the show was designed to let the public see what went on at press showings and also to demonstrate the product for both the at home audience and the editors. Featured on the program were Virginia Graham (center table), hostess of the WABD *Food for Thought* series, and (on her right) William Mennen Jr., executive vice president of Mennen Co., and Martin Kazmaier, Mennen chief chemist.

ming, Arizona and New Mexico. Agency is Haerr, Peterson & Hall, Jefferson City, Mo.

NETWORK NEW BUSINESS

Cling Peach Advisory Board, San Francisco, plans another cooperative campaign with Knox Gelatine, American Dairy Assn. and General Mills, November through New Year. To promote fruit cocktail-eggnog pie, advertisers will use tv on 399 stations, including ABC-TV *Disneyland* and *Lone Ranger* and CBS-TV *Bob Crosby* and *Valiant Lady*.

New Company Names Gordon

MARVIN GORDON & Assoc., Chicago, will handle all advertising for Ekco-Alcoa Containers Inc., the new company organized by Aluminum Co. of America and Ekco Products to produce aluminum foil containers. Announcement of the separate firm was made Sept. 29, though actual organization had been under way the past six weeks.

Bruce Davey is advertising manager of the company. Gordon Agency has been handling the Ekcoware product advertising and Dancer-Fitzgerald-Sample Inc. all other products. John M. Mitchell, Alcoa export chief, will be president and John Bowman, Ekco foil container sales manager, is vice president in charge of sales. Ekco foil advertising has been largely industrial. No radio-tv plans have been set.

AGENCY APPOINTMENTS

General Paint Corp., S. F., appoints Honig-Cooper Co. to handle advertising for that company and for Hill, Hubbell & Co. division, effective Jan. 1.

Whitehall Pharmacal Co., N. Y., names McCann-Erickson, N. Y., as its advertising agency for Duplexin and Kolynos toothpaste, effective immediately.

Firestone Tire & Rubber Co. of California names Foote, Cone & Belding, L. A., to handle advertising in that state and Arizona. Local radio and tv are used in various markets. Placing national advertising direct. Firestone sponsors *Voice of Firestone* simulcast on ABC television and radio networks.

AGENCY PEOPLE

Lewis G. Van Akin appointed executive vice president of J. M. Hickerson Inc., N. Y. and Des Moines agency. Formerly Mr. Van Akin was vice president of Anderson & Cairns and executive vice president of Anderson, Davis & Platte until merger with Cairns agency.

MR. CURTIS

Horace E. Curtis, account supervisor, BBDO, N. Y., has been appointed a vice president, Ben Duffy, president of the agency, announced last week. Mr. Curtis has been with the agency since 1948 and before that was a reporter for *The Christian Science Monitor*.

John H. Haight, 44, media supervisor, Ted Bates Co., New York, died Oct. 2 in Santa Monica, Calif., after few months' illness. Mr. Haight, with Bates since 1950, before that was with Benton & Bowles and Colgate-Palmolive Co.'s advertising department.

William R. Forrest, vice president, named to board of directors and **Robert M. Trump** appointed vice president at Foote, Cone & Belding.

Nelson Mason, vice president of Florida Cold Storage Inc. and of Tampa Cold Storage, elected vice president and director of Henry Quednau Inc., Tampa advertising agency. Formerly president of Frozen Food Distributors Inc., Tampa, Mr. Mason continues to hold office in the cold storage firms.

Frank R. Brodsky appointed vice president and account executive at Gordon Best Co. Inc., Chicago advertising agency.

MR. MARION

Paul B. Marion, WBTV (TV) Charlotte, N. C., sales manager, to Bennett-Advertising Inc., High Point, N. C., as director of radio and television and account executive. Mr. Marion will be located in agency's Charlotte office.

Mildred Fluent appointed vice president of Atherton Advertising Agency, L. A., as part of agency's expansion.

Frances L. Rickey, tv timebuyer at Gordon Best Co., Chicago agency, appointed media director at Rutledge & Lilienfeld Inc., same city.

MR. KILHAM

Gene Kilham, account executive, Donald W. Gardner Adv. Inc., Boston, appointed director of radio and television. Mr. Kilham was an agency man on the West Coast and was with WBZ-TV Boston before joining Gardner.

Roger L. Albright, tv writer-producer with McCann-Erickson, Cleveland, to Marcus Adv. as head of radio-tv department and general copy supervisor. **Nikki Schaeffer,** former tv director for Marcus, has left for new post in California.

Ralph Ward, formerly a director and producer with ABC-TV and Rockhill Productions, N. Y., has joined Young & Rubicam, N. Y., as a producer-director of commercials.

Charles Sinclair, former senior editor of *Sponsor* magazine, has joined Rogers & Cowan, N. Y., as account executive in charge of television and motion picture public relations.

Herbert M. Johnson, Sarra Inc., Chicago, to MacFarland Aveyard & Co. Adv., same city, as creative director of television. Mr. Johnson has done tv production, creative film work and animation in California and New York.

Jack Schluter, assistant adv. and sales promotion manager, Sunkist Growers Products dept., Ontario, Calif., to Mogge-Privett as account representative.

Carl Bovard appointed merchandising manager, Tatham-Laird Inc., Chicago. **Bruce McGuineas,** Kling Film Productions, Chicago, to television department.

Jerome Simon, sales and advertising representative, Cramer Dry Plate Co., St. Louis, to account service division of Krupnick & Assoc. Inc., adv. firm in that city.

William M. Wall, Compton Adv. Agency, N. Y., rejoins W. B. Doner Adv. Agency, Baltimore office, as creative director. Mr. Wall was previously with that agency in Detroit.

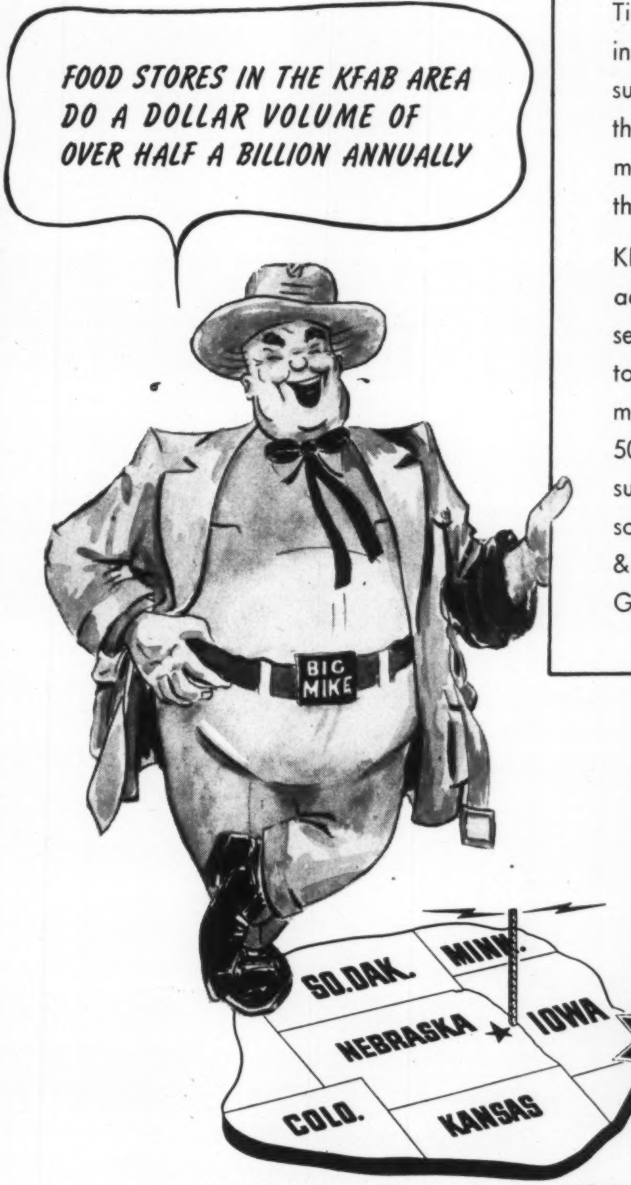
George W. Linn, with Advertising Counselors of Arizona, Phoenix, from 1951-1953, returns

Let's Face The Facts!

Facing the facts this month is Barney Corson, Advertising Manager of Tidy House Products Company, makers of Perfex cleaner, GlossTex starch, Dexol powder bleach and other household products.

Tidy House is one of the pioneers in radio advertising. In fact, much of the credit for the phenomenal success of Tidy House goes to radio. They used this medium and used it right to build one of the most successful household products companies in the nation.

KFAB is proud of the fact that many pioneer radio advertisers have used the station for many consecutive years to sell midwest people. By the same token, new advertisers have followed the endorsement of the "oldtimers" and used Nebraska's only 50,000 watt station to their own success. KFAB's success stories reflect many products and services sold by many firms. Find out more from a Free & Peters "Colonel" . . . or Face the Facts with General Manager Harry Burke.


FOOD STORES IN THE KFAB AREA DO A DOLLAR VOLUME OF OVER HALF A BILLION ANNUALLY
BIG MIKE
SO.DAK.
MINN.
NEBRASKA
IOWA
COLO.
KANSAS

THE MIDWEST-EMPIRE STATION

50,000 WATTS

KFAB

OMAHA NBC RADIO

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station to that agency as creative director. Mr. Linn's previous agency connections include Garfield & Guild, San Francisco, and Albert Evans Adv., Fort Worth.

Joe Watkins, Zimmer-Keller-Calvert agency, Detroit, to Gardner Adv. Co., St. Louis, farm copy staff.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Oct. 11 (9:30-10 p.m. EDT) *Red Skelton Show*, S. C. Johnson & Son through Needham, Louis & Brorby and Pet Milk Co. through Gardner on alternate weeks. (Also Oct. 18, 25.)

Oct. 12 (8-9 p.m. EDT) *Arthur Godfrey and His Friends*, CBS-Columbia through Ted Bates Inc. and National Carbon Co. through William Esty Co.

Oct. 15 (7-7:30 p.m. EDT) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan. (Also Oct. 22, 29.)

Oct. 20 (8:30-9:30 p.m. EDT) *Climax*, Chrysler Corp. through McCann-Erickson.

Oct. 22 (9:30-11 p.m. EDT) *Ford Star Jubilee*, "Together With Music," Ford Motor Co. through J. Walter Thompson Co.

NBC-TV

Oct. 10-14 (5:30-6 p.m. EDT) *Howdy Doody*. (Also Oct. 17-21, Oct. 24-28.) Participating sponsors.

Oct. 15 (2:45-5:30 p.m. EDT) NCAA Football, Notre Dame vs. Michigan State. Participating sponsors.

Oct. 17 (8-9:30 p.m. EDT) *Producers Showcase*, "Cyrano de Bergerac," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

Oct. 18 (8-9 p.m. EDT) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus Co. and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Oct. 20 (11 a.m.-noon EDT) *Home*, insert from Lansing, Mich. Participating sponsors.

Oct. 23 (4-5:30 p.m. EDT) *Hallmark Hall of Fame* "Alice in Wonderland," Hallmark cards through Foote, Cone & Belding.

Oct. 25 (7-8:55 a.m. EDT) *Today*, insert from Greenfield Village, Dearborn, Mich. Participating sponsors.

Oct. 25 (11 a.m.-noon EDT) *Home*, insert from Greenfield Village. Participating sponsors.

Oct. 28 (7-8:55 a.m. EDT) *Today*, insert from Ann Arbor, Mich. Participating sponsors.

Oct. 28 (11 a.m.-noon EDT) *Home*, insert from Ann Arbor. Participating sponsors.

Oct. 29 (2:15-5 p.m. EDT) NCAA Football, Iowa vs. Michigan. Participating Sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

VITAPIX AND GUILD FILMS END YEAR-OLD ASSOCIATION

Decision said to be based on both firms' desire to do business more freely in open market. Vitapix considering plan to add extra services for member stations.

TERMINATION of the exclusive association between the Vitapix Corp. and Guild Films Co. is being disclosed today (Monday) by Edward E. Hall, executive vice president of Vitapix.

Mr. Hall said that it was agreed by both Vitapix and Guild that their arrangement should end. Both organizations, he added, came to the decision that "the future of both companies depended upon their respective possibilities to do business freely in the open market, rather than on a basis of exclusive obligation to each other."

The agreement made by Vitapix and Guild in October 1954 provided that Guild would perform all film production, sales and distribution, traffic and service functions of the two companies, while Vitapix would handle station relations, time and program research for national spot selling and time clearance for national spot programs [B•T, Oct. 25, 1954]. One indication of the eventual termination of the association was provided last summer when the companies jointly announced "a modification" of their agreement.

Mr. Hall said the Vitapix board sought release from its contractual arrangement with Guild in order that "the board might be in a position to negotiate with other film producers making products for television." He said that together with Kenyon Brown of KWFT Wichita Falls, Vitapix president, he has been negotiating with numerous film companies, adding that several announcements will be made soon in connection with these negotiations.

A reorganization of Vitapix, pursuant to its recent decision to withdraw from exclusive association with Guild, has been completed, Mr. Hall said. He added:

"The new structure approved by the board of directors of Vitapix Corp. at a meeting held in Detroit a week ago permits the organization greater flexibilty in representing its membership —all television broadcasting stations—not only in the group purchase of snydicated films but in the scheduling and distribution of films produced for national sponsorship."

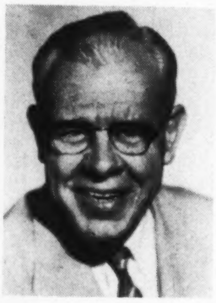
The Vitapix board, according to Mr. Hall, also has approved a proposal, now under review by Vitapix station membership, to empower the corporation to purchase replacement components (such as tubes, lights, cameras, etc.) for its member stations on a group buying basis. Under this plan [CLOSED CIRCUIT, Oct. 3], manufacturers could deal directly with one purchasing department on behalf of the Vitapix station membership, currently embracing 57 tv stations.

Vitapix, Mr. Hall said, has cancelled its lease on quarters at 460 Park Ave., where it has occupied offices adjacent to Guild Films Co. since last fall, and will announce its move to new offices in mid-October. The board, he continued, "has voted an additional appropriation assuring continuation of the present staff operation and making provisions for certain expansion in personnel and facilities which will be necessary to accomplish the new objectives of the organization."

O. J. REISS (l), account executive for Ziv Television Programs and C. L. Smallwood, account executive, WALA-TV Mobile, Ala., look on as Ray D. Bridges Jr. signs for B & H Food Store sponsorship of Ziv's *Highway Patrol* series, starring Broderick Crawford. The film show will be seen Monday nights on the ch. 10 station.

Boles Named Vice President In United World Expansion

AS THE first step in an expansion of television and industrial film production of United World Films, New York, Norman Gluck, vice president in charge of tv, last week announced the appointment of George Boles as vice president in charge of production. United World is a television subsidiary of Universal Pictures, Universal City, Calif.



MR. BOLES

Mr. Boles previously headed Universal's short subject production department and for the past five years also supervised United World television productions.

'Monte Cristo' Sales Reach $700,000 in Seven Weeks

SALES of Television Program of America Inc.'s *Count of Monte Cristo* reached $700,000 in a seven-week period, keeping pace with TPA's goal of $1 million total in 10 weeks, according to Executive Vice President Michael M. Sillerman. Since the series was placed in syndication Aug. 15, 34 major market areas have been sold, including Dallas, Oklahoma City, Pittsburgh, Providence, Nashville, Atlanta, Salt Lake City, Minneapolis, Norfolk, Miami, Boston, New York and Sacramento.

Among advertisers sponsoring the programs are two companies who thus far have not used tv: Montgomery Ward, Denver, direct placement, and the W. P. Fuller Paint Co. through Young & Rubicam for KPIX (TV) San Francisco. Two other advertisers for the series are United Vinters for Petry Wine through Y & R, and Bristol-Myers Co. for Bufferin, also through Y & R. Latter will sponsor series on KTTV (TV) Los Angeles.

each one is different

Fingerprints are different for no apparent reason — but the finest TV stations acquire *their* personalities from the needs and interests of the areas they serve.

It stands to reason that quality TV stations want individualized representation. For them, the unique facilities of Harrington, Righter and Parsons have meant *quality* representation. If their league is yours too, then you'll want to find out what quality representation really offers.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the *only* medium we serve

WROW-TV	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

"Why I'd like my own boys to be oilmen"

by Bud Wilkinson

Head Football Coach,
University of Oklahoma

Bud Wilkinson, head coach and athletic director at the University of Oklahoma, has compiled one of the most remarkable records in the history of college football—his Oklahoma teams have won 70 games while losing only 7 and tying 3! Twice Bud himself has been voted "Coach of the Year." At Oklahoma, in the oil country, he has had an excellent opportunity to evaluate the oil business—as an industry and as a possible career for young Americans.

Almost half the boys who play football for me at Oklahoma go into the oil business. This remarkably high percentage is no accident. You see, out here in the oil country, we have a good opportunity to watch America's oil industry in action. And, frankly—we like what we see.

Many a boy has heard me say that the oil business is an ideal career for young Americans. Here's why I feel that way: First, there is the great variety of opportunity. I'm told there are over 40,000 U. S. oil companies—and, judging from the number of oil company job recruiters who search for talent on this campus, I can well believe it.

This great number of companies means lots of jobs. But, more importantly, in the complex oil business, it means *over 2,000* different kinds of jobs. Oil companies don't just need geologists, engineers, and research scientists—they also need everything from good accountants and salesmen to aerial photographers and oil tanker officers. So no matter where a boy's—or a girl's—interest and talent lie, there's sure to be a *right* spot in the oil industry.

That's reason enough for young people to choose oil as a career. But, in my opinion, there's an even more powerful drawing card—it is the intensely competitive spirit of the oil industry!

Any football coach, of course, has great faith in the benefits of competition. Every day we see how it brings out the very best in the boys we coach. And I don't just mean the competition with a rival athlete or team. I mean a boy's competition with himself to realize his own potential as fully as possible—to push himself beyond the best he's ever done before.

That's how competition builds good men. And, by the same token, competition is good for an industry, too. Competition among U. S. oil companies is so keen that each company can only stay ahead of its rivals by continually reaching the public—you and me—with a flow of new or improved products and services.

In this kind of a competitive struggle our young people find that initiative, imagination and hard work get quick recognition. Oil companies *need* their talent, their enthusiasm, their courage—and, from what I've seen, these qualities are well rewarded.

I'll be most happy if, some day, my own two youngsters choose oil as a career. Above all else, I want them to have *freedom of opportunity.* And, in our oil industry, competition guarantees them this vital freedom.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

FILMS WERE TOO COSTLY FOR CBS, VAN VOLKENBURG SAYS IN 16MM SUIT

Network didn't buy feature movies because of producers' refusal to sell but only because they wanted too much money for them. Court hears background testimony on the film buying business.

CBS-TV did not buy feature movies in the 1948 to 1951 period because the price was too high, not because of outright refusal of the major producers to release the films to television, J. L. Van Volkenburg, CBS-TV president, testified Tuesday in Los Angeles in the Justice Dept.'s 16mm antitrust suit. He substituted for Dr. Frank Stanton, president of parent CBS Inc.

Mr. Van Volkenburg told Federal District Judge Leon R. Yankwich the network opened negotiations with RKO Radio Pictures and United World Films, Universal Pictures subsidiary, but did not buy, except for some cartoons from UWF. He said the talks were opened after hearing rumors that the films could be obtained.

When counsel for the movie defendants asked him whether he had been refused films outright, the network executive answered "no".

Mr. Van Volkenburg testified that it was just understood that the majors would not release films for television. When asked where he obtained this notion, the CBS official explained he probably had read it in the trade papers. Judge Yankwich commented, "I thought so."

Mr. Van Volkenburg is the first witness presented by the government in its complaint against the major movie firms. The trial began a fortnight ago.

Defendants in Suit

Defendants in the case are 20th Century-Fox Film Corp., Warner Bros. Pictures Inc. and subsidiary Warner Bros. Features Distributing Corp., RKO Radio Pictures Inc. (now owned by General Teleradio Inc., major radio-tv station operator), Columbia Pictures Corp. and subsidiary Screen Gems Inc., and Universal Pictures Co. and subsidiary United World Films Inc. "Co-conspirators" named in the government complaint are Theatre Owners of America and a half dozen regional exhibitor groups.

The government charges that a producer-exhibitor conspiracy had tried to keep 16mm features out of tv and other "outlets" which would create competition with the local 35mm feature film exhibitor.

Three other defendants, Republic Pictures and subsidiary Republic Productions Inc., Films Inc. and Pictorial Films Inc. entered consent decrees just before the trial opened. They agreed to release their 16mm prints to tv and other non-theatrical outlets after completion of regular 35mm theatre showings.

On Wednesday, Edward Sargoy, New York attorney retained by the eight top film producers to investigate copyright violations through the Copyright Protection Bureau, testified that CPB was interested only in tracking down stolen or illicit prints in the 16mm field and repeatedly asked film companies not to submit data on exhibitor contract violations. Appearing for the government as an "adverse" witness, he told the Justice Dept. counsel CPB was not concerned with alleged "policing" of restrictions on 16mm exhibition.

Background look at the technique of film distribution and buying for television was given to the court Thursday by two industry witnesses. In essence, the price and terms of a film are governed by what the traffic will bear, or simple supply and demand, the court was told.

Charles Weintraub, head of Quality Films Inc., Hollywood distributor for tv, testified most stations prefer 16mm prints because of the reduced shipping costs, easier handling and storage, lower projection equipment cost and the fireproof film stock used for 16mm.

Selling tv film is not like selling to theatre men, he explained, because the prospect includes the agency and sponsor as well as the stations. As an example of how price is set by demand, Mr. Weintraub said one station offered $400 for a film, but instead it was sold to a sponsor who paid $1,500 for the same item. But out in Minot, N. D., where the film is paid for by multiple spot local advertisers, he said that when the local station makes a reasonable offer, "you get in there and grab it."

Milford Fenster, film buyer for WOR-TV New York, testified he is willing to pay more for features today than in 1952, but because the film is run more often the per run cost would be less. The top price for a single run in 1950 paid by WOR-TV was $700 to $800, while today its top price for films on its *Million Dollar Movie* is $8,000 for 116 runs.

Mr. Fenster recalled meeting with a 20th Century-Fox executive in 1951 who offered a package of 30 to 50 feature films, but before WOR-TV could decide, the offer was withdrawn.

Under cross-examination, he said he understood the package was released to television about six months or a year later. Asked if the reason 20th Century-Fox released some 100 features to tv about 1953 was because of the big increase in viewers and the better market, he replied, "I assume so."

United World Films Names 2

PROMOTIONS of Alfred Mendelsohn to assistant sales manager of United World Films and of Errol Linderman to the new post of manager of the television service department were announced last week by Norman E. Gluck, vice president of United World, subsidiary of Univeral Pictures Co.

For the past six years Mr. Mendelsohn has been eastern manager of television and radio promotion for Universal. He will assume his new post on Oct. 15. Mr. Linderman joined Universal's research department in 1950 and in 1952 was shifted to United World.

FILM SALES

INS-Television Newsfilm Services has concluded seven new sales, says Robert H. Reid, manager of the INS Tv Dept. Sales include: the *Daily Tele-News Service* to KTRK-TV Houston; the *Telenews Weekly News Review* to KMID-TV Midland, Tex., and KBET-TV Sacramento; *This Week in Sports* to KLAS-TV Las Vegas and WJMR-TV New Orleans; McCann-Erickson for an unspecified station in Havana, and WGBS-TV Miami. In Miami the latter will be carried under title of *General Sports Time* with sponsorship by General Tire & Rubber Co. dealers.

Sterling Television Co., N. Y., has sold *Invitation Playhouse* to Schwam Motors Sales Co. for WBTV (TV) Charlotte, N. C.; *Movie Museum* to Blaushield Motor Sales Corp. for WBNK (TV) Cleveland, and *World We Live In* to the Junior League of Little Rock for KARK-TV Little Rock.

Now 'Ziv-taculars'

LOOKING into the possibility of shooting 90-minute one-shot color films which a company spokesman dubbed "Ziv-taculars," Ziv Television Studios, Hollywood, is studying prospects of cashing in on the currently popular hour-and-a-half pattern of network programs.

Plans, according to Ziv, are still in the nebulous stage, with format, story and stars yet to be picked, but it was stated that the form of the "Ziv-taculars" would be a self-contained 90-minute dramatic teleplay, rather than consisting of short variety segments.

KTLA (TV) Hollywood has bought tv rights to National Telefilm Assoc. "Fabulous Forty" films for first run on Southern California television. Group includes movies by Moira Shearer, Ray Milland, Eddie Cantor, Lionel Barrymore, Alec Guinness, Deborah Kerr and other top talent from both sides of Atlantic.

RANDOM SHOTS

D & R Television Film Co., N. Y., has completed its first 30-minute tv film series, *Doorway to Fortune*. The series, shot in New York and suburban Pleasantville, will feature true stories of business success taken from the pages of *Fortune Magazine*.

Walter Davidson Co. has issued "Feature Film Buyers Directory" listing more than 11,000 feature films. Published by Directories Publishing Co., N. Y., the book lists all the features made in the U. S. since 1930. Pictures are listed alphabetically by title, also giving films stars, year of release, releasing company and running time.

FILM PEOPLE

Herman Edel, WABD (TV) New York promotion manager, to Sterling Television Co., N. Y., as advertising and promotion manager.

John Ryan, Conde Nast Publications to Telepix Corp., Hollywood, sales staff. Mr Ryan was formerly with Abbott Kimball Adv., N. Y.

Jack Mishler and **William Kahan,** both veteran tv film salesmen, to Interstate Television Corp. sales staff. The former, headquartered in L. A., will cover southwest territory, and Mr. Kahan will work midwest territory out of Kansas City.

Eric Pomerance, veteran film studio sales agent, named New York representative for Animation Inc., Hollywood producers of animated tv film commercials.

Russell Beggs, freelance tv and magazine writer, joins Prism Productions as writer-researcher for *Mr. Wizard* (NBC-TV, Sat., 11:30 a.m.-noon EDT). **Mary Karr,** former staff publicity writer, NBC Chicago, to Prism publicity and public relations staff.

Ray Sackheim, formerly casting executive, Screen Gems Inc., Hollywood, and **Ralph Acton,** former independent casting director, to NBC-TV Hollywood.

Bob Edmonds, director at Kling Film Productions, Chicago, married Shirley Dvorin, Sept. 18.

Carl Nelson, assistant supervising editor, Kling Film Productions, Chicago, father of girl, Beth Marie.

LOWEST *in COST, but*
HIGH *in Quality and Performance*

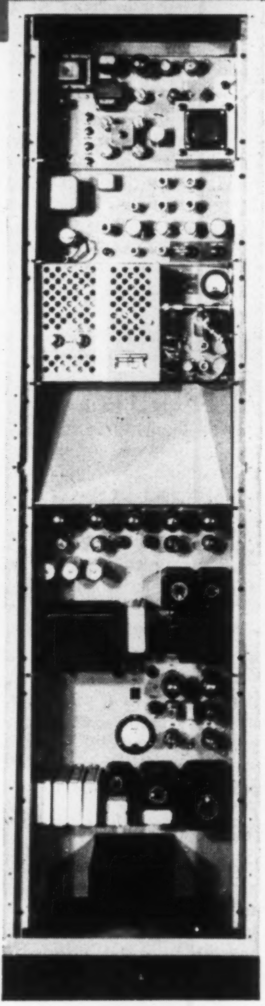
Sarkes Tarzian
MICROWAVE
EQUIPMENT

Before you buy, see what we offer

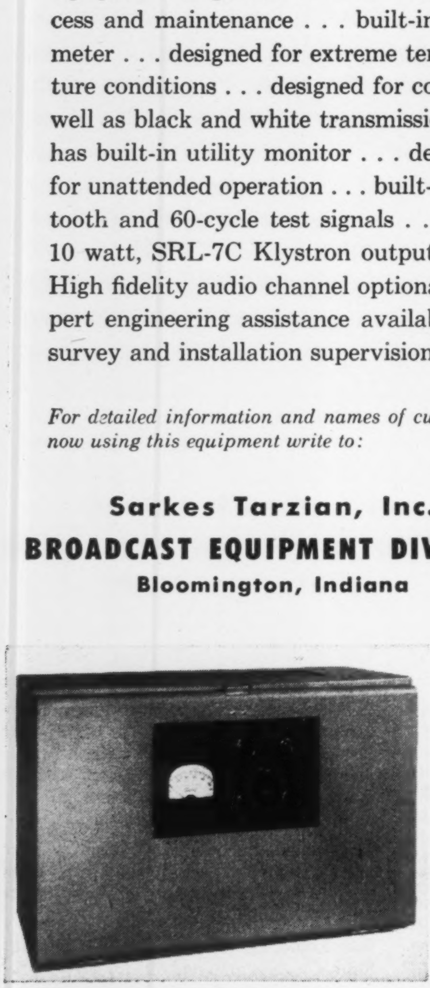
Equipment operates at 2000 mc., providing dependable performance even under extreme humidity conditions . . . range up to 40 miles per hop . . . all operating equipment at ground level for ready access and maintenance . . . built-in wave meter . . . designed for extreme temperature conditions . . . designed for color, as well as black and white transmission . . . has built-in utility monitor . . . designed for unattended operation . . . built-in saw tooth and 60-cycle test signals . . . uses 10 watt, SRL-7C Klystron output tube. High fidelity audio channel optional. Expert engineering assistance available for survey and installation supervision.

For detailed information and names of customers now using this equipment write to:

Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana



Long range MICROWAVE unit—$7750. Parabolic reflectors additional.



PORTABLE MICROWAVE

55 pound unit (with case) . . . ideal for portable use, or for studio to transmitter links . . . compact and completely self-contained . . . 20 mile range . . . will pass color . . . uses mw. 6BL6 Klystron output tube, and has wave-guide type cavity. Priced at $5250. Parabolic reflectors additional.

Durant, Hogan Named to Head Commercial Telecast Networks

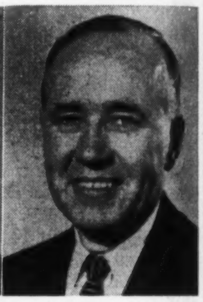
ELECTION of Lloyd W. Durant as president and director of creative programming and production of Commercial Telecast Networks Inc., New York, and of William F. Hogan as vice president and director of communication engineering was announced last week.

The company, organized earlier this year, provides complete audio-visual service to business and industry and their agencies in the closed-circuit tv field. Through its CTN Productions Div., the firm produces tv programs and industrial motion pictures, and through CTN Counselors is active in the tv consulting field to advertising agencies. Headquarters is at 11 Broadway, New York.

Mr. Durant has been an advertising agency executive in radio-tv over the past several years, having served Compton Adv. and Biow-Beirn-Toigo. Previously he had been a motion picture producer and director with such firms as March of Time, RKO Pathe, and Louis de Rochemont.

Mr. Hogan, who was a communications consultant and president of Commodity News Services Inc., is credited with developing new techniques for improved efficiency and economy in long lines communications. During World War II, he was officer in charge of the U. S. Naval Communications Relay Center in Washington. He also is a director of Translux Movie Ticker Corp.

MR. DURANT



MR. HOGAN

'Times,' Editor Sued For Ditching Tv Show

A $20,100,000 suit alleging the scuttling of a tv program negotiation by the *New York Times* and Waldemar Kaempffert, the newspaper's science editor, will be contested, a legal spokesman for the *Times* said Thursday.

The suit, which was filed Wednesday in New York Supreme Court by Winkleman & Winkleman, New York attorneys, charged the defendants with having prevented Celia Raeder's "program," called *Creative Frontiers,* from going on the air after a contract with the Tv-Radio Workshop for its production had been agreed upon.

Spokesmen for the workshop had no comment on the suit, except to note that they had never produced such a program.

Negotiations between Miss Raeder and the workshop were "illegally interfered with by the malicious, unlawful and illegal conduct" on the part of the *Times* and Mr. Kaempffert, her lawyers alleged.

Miss Raeder was said in the suit to have conceived the program in 1946 when a student at New York U., and was identified as executive director and member of the board of directors of Creative Frontiers Inc. The attorneys asserted the plaintiff had spent years on the project, lining up scientific leaders and top organizations to serve on an advisory board and as

There was a young woman...

who lived in a shoe--
she had so many children,
but she knew just what to do.

The young families — the big families — the buying families have been won to KTRK-TV loyalty, changing the Houston Market in less than one year.

Daytime, Houston mothers and their youngsters have been happy with Channel 13's right combination of children's programs, film features, and women's programs, giving us top or second audience in 116 out of 160 daytime periods.

Nightime, ABC's great new Fall lineup of family shows plus our strong sports lineup and syndicated shows make KTRK-TV Houston's Best Buy.

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13
P.O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES:
BLAIR-TV, 150 E. 43rd St., New York 17, N.Y.

"sustaining critics," one of whom allegedly was Mr. Kaempffert who, the suit charges, "induced" the group representing the arts and sciences to withdraw its support "in violation of the trust imposed upon him." The suit asks damages totaling $20,100,000.

The program was described as a dramatization, exploiting and endorsing "creative, new revolutionary and important ideas of known and unknown living creators in art and science . . ."

Miss Raeder charged Mr. Kaempffert specifically with objecting to a feature called "Scooping the Press" because he allegedly felt it would compete with his activity and with the *Times*.

Autocue Names London Firm

IN its first move toward expansion in the overseas market, Autocue Sales and Distribution Corp., New York, last week revealed that it has completed negotiations with Ross Television Productions Ltd., London, to handle sales on Autocue's prompting devices in Great Britain on an exclusive basis. Larry Merchant, Autocue president, said representation by Ross Television will expand to other countries in Europe.

BMI to Handle Harmonia

HARMONIA Publishing Co., whose catalogue includes "Auf Wiedersehn," used by Lily Palmer as her theme song; "Old Glory," officially dedicated to the United States Flag Assn., and compositions of Erich J. Wolff, Oscar Straus, F. Busoni, Eugene Zador, Pergolesi and others, is being represented by BMI as of Oct. 1, according to K. A. Jadassohn, Harmonia principal. Harmonia is the successor to Harmonie Berlag, which was the first publisher to be affiliated with SESAC, Mr. Jadassohn said.

There are four
RCA SERVICE COMPANY
Field Offices
to serve
AM, FM and TV
Broadcasters

Broadcast Service Field Offices:

1 Mr. R. A. Martin, Mgr.
RCA Service Company, Inc.
534 Forsyth Bldg.
Atlanta 3, Georgia
ALpine 8898

2 Mr. W. F. Hanson, Mgr.
RCA Service Company, Inc.
Bldg. 204-1
Camden 8, New Jersey
WOodlawn 3-8000, Ext. PY-6573

3 Mr. J. N. Thayer, Mgr.
RCA Service Company, Inc.
1315 South Wabash Avenue
Chicago 5, Illinois
WEbster 9-6117

4 Mr. H. W. Dover, Mgr.
RCA Service Company, Inc.
911 North Orange Drive
Hollywood 38, California
OLdfield 4-4995

Call or write your nearest office for information on these and other services:
- INSTALLATION SUPERVISION
- SERVICE INSPECTION CONTRACTS
- PERFORMANCE MEASUREMENTS
- ANTENNA SYSTEMS CHECKS

RCA

RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey

NARTB PLANS TV DATA BY MID-1957

Tv Circulation Committee meets in New York as Swezey outlines scope and method of upcoming set count and station circulation report.

ADVERTISERS and agencies will have their long-desired set of figures for television's set count and station circulation by mid-1957, if long-range plans of the NARTB Tv Circulation Committee are completed on schedule.

This timetable was set up Wednesday at a meeting of the committee in New York. The one-system plan is designed to be "a counterpart of the Audit Bureau of Circulations in the publishing industry," said Robert D. Swezey, WDSU-TV New Orleans, committee chairman.

An interim method of measuring set count is in the working stage, utilizing Census Bureau nationwide and farm tv data as well as other sources to provide the best available estimates. Census tv home data show that 67% of U. S. homes, or 32 million homes, have tv sets [B•T, Sept. 26].

While the entire advertising and media industries, and numerous others, are clamoring for speed in developing tv's basic circulation figures, the NARTB committee is continuing its policy of working slowly and carefully. Once the testing has been completed and analyzed, probably some time next year, the committee will start the job of organizing a separate corporation to put the project in operation.

After the committee meeting in New York Wednesday, Chairman Swezey described the committee's goal as "a one-system set count and circulation measurement acceptable to the industry." He said the committee hopes the development of such a service "will eliminate the confusion that has existed in the past and will provide the television industry with one authenticated and continuing measurement."

Mr. Swezey said the committee's basic format has been reviewed by the NARTB Tv Board. It involves new procedures and techniques which have been reviewed by a research subcommittee. After extensive review, this subcommittee recommended that the proposed telephone interviewing technique be tested against personal interviews as well as home-tuning records compiled by the use of specially developed meters attached to tv receivers.

Explaining the operation, Mr. Swezey said the meter was developed and manufactured on a precision basis, providing a high degree of accuracy. After field tests the meter was demonstrated last January to the NARTB Tv Board. This apparatus problem has been the biggest time-consuming element in the project.

"The plan for conducting field tests of the interviewing methods was submitted to the Advertising Research Foundation on a consulting basis, and the Foundation agreed that the methodology test proposed was reasonable," Mr. Swezey said.

"The project was submitted to Alfred Politz Research Inc. for field testing in two selected markets. The tests in the first of these two cities are now nearing completion and it is anticipated that results from both markets will be available for analysis by the committee early in 1956.

"Based upon results of the field tests in these two markets, the plan will be reviewed by the committee. If the tests demonstrate that the proposed methodological procedures are valid and produce accurate circulation data, the committee will make recommendations to the NARTB Tv Board with regard to implementation of the plan, including a full-scale pilot study of a selected market and the inauguration of a nationwide measurement service. Development of organizational structure and procedures would necessarily accompany this phase.

"The committee hopes and anticipates that the continuing nationwide set count and circulation measurement system can be available for the industry by mid-1957.

Attending the Wednesday meeting were Chairman Swezey; Clair R. McCollough, Steinman Stations; Ward L. Quaal, WLWT (TV) Cincinnati; Paul Raibourn, KTLA (TV) Los Angeles; Donald W. Thornburgh, WCAU-TV Philadelphia; Lee B. Wailes, Storer Broadcasting Co.; Hugh M. Beville Jr., NBC, and Donald W. Coyle, ABC. Attending from the NARTB staff were President Harold E. Fellows; Thad H. Brown Jr., tv vice president; Dan W. Shields, Mr. Brown's assistant, and Joseph M. Sitrick, manager of publicity and informational services.

Chicago Women's Groups Start Advertising Clinics

SERIES of 10 clinic workshops on various phases of advertising, including radio and television have been launched by the Chicago Federated and Women's Advertising clubs.

Relationship of radio-tv and requirements for directing, producing, continuity and commercial writing and timebuying will be explored Sept. 27-Nov. 15, with key speakers. New sessions this year will be devoted to the advertising manager (Sept. 27-Nov. 15) and the agency account executive (Sept. 29-Nov. 17).

with WAVE

you don't buy the oysters—

YOU BUY THE PEARLS!

WAVE, *and only WAVE,* gives you concentrated coverage of the Louisville Trading Area — Kentucky's *only* pearl-like market!

NOT TOO MUCH — NOT TOO LITTLE!
With WAVE, there's no wasted power or circulation. Our 50% BMB day-time area is an almost exact duplicate of the Louisville Trading Area where *42.5% of Kentucky's total Effective Buying Income is concentrated!*

SPARKLING PROGRAMMING — BIG AUDIENCES!
WAVE believes in local programming — supports a radio-only staff of 62, 44 of whom are engaged in on-the-air activities exclusively. WAVE is also NBC — the only NBC station between Cincinnati and the Mississippi River. The result is *balanced programming, big audiences.*

It costs precious little to use WAVE — Louisville's 5000-watt gem. Ask NBC Spot Sales for the figures.

WAVE
LOUISVILLE
•
5000 WATTS
NBC AFFILIATE

NBC **SPOT SALES**
National Representatives

EASTERN AAAA MEET SET FOR OCT. 17-19

New York sessions, to be held in the Hotel Roosevelt, will feature discussions of network radio programming, toll tv.

NETWORK RADIO programming and toll television will highlight the radio-tv session at the Eastern Annual Conference of the American Assn. of Advertising Agencies Oct. 17-19 at the Hotel Roosevelt in New York.

Representatives of CBS and NBC will discuss "Network Radio Programming in a Tv Age" in the Oct. 19 radio-tv session (10-12 a.m.) at the Roosevelt's Palm Terrace. Robert Sarnoff, executive vice president of NBC, will speak for that network. The CBS representative had not been chosen as of last week.

Another panel will be held on the pros and cons of pay tv and will feature James M. Landis, Skiatron Electronics & Television Corp., and Sidney Kaye of the Rosenman, Goldmark, Colin & Kaye law firm.

Demonstrations on Cellomatic by Paul Adler, Affiliated Program Service, and Electronicam live-film tv system by James Caddigan, Allen B. DuMont Labs, will fill out the session presided over by Roger Pryor of Foote, Cone & Belding. Also on Mr. Pryor's planning committee are Edmund H. Rogers, Gray & Rogers, and L. T. Steele, Benton & Bowles.

A media group session will be held 3-5 p.m. Oct. 18, also at the Palm Terrace. Edward MacDonald, manager of media research at Young & Rubicam, in a non-technical, slide presentation, will show what is behind the figures in the advertising field. One or more of the members concerned with the all-media audience study being conducted by the Advertising Research Foundation will outline problems of media and research people which the ARF hopes to solve. David P. Crane, Benton & Bowles, will preside over this session.

On Oct. 19 (10-12 a.m., small ballroom), two agency speakers and a university professor will speak on research. Ben Gedalecia, BBDO, will concentrate on practical problems facing agencies in dealing with psychological research; Herta Herzog, McCann-Erickson, will explore motivation research problems, and John Dollard, Yale U. psychology professor, will comment from "the vantage point of the social scientist." Edward Battey, Compton Adv., will preside over the research meeting.

Still other sessions will be held on account management and servicing, business and industrial advertising, marketing (including a talk on how General Foods Corp. uses its agencies in the development of total marketing strategy for its brands) and on copy and art. John K. Strubing Jr., Compton Advertising, is chairman of the AAAA's eastern region.

Free Tv Advocates Ahead In Public Opinion—Starr

THE TIDE of public opinion is swinging to the side of the free tv advocates and against the idea of pay-as-you-see television, Alfred Starr [B•T, Nov. 8, 1954], chairman of the executive committee of Theatre Owners of America and co-chairman of the Joint Committee on Toll Tv, stated Thursday in a report to TOA's annual convention in Los Angeles.

Highlighting the imminent fight before the FCC, Mr. Starr said: "What will happen is anyone's guess, but we are very encouraged. It may take the FCC several years to come to a decision. The Commission may pass this hot potato to Congress. If so, certainly no congressman or senator would want to advocate any bill that would deplete the entertainment budget of the constituents back home."

Mr. Starr, in a comment on the suggestion of RCA Chairman David Sarnoff that toll-tv be presented as an issue in the next presidential campaign, told TOA: "Personally, we are completely allied with Gen. Sarnoff in this regard as we feel certain of the outcome if the question should be brought to the American public."

The previous day, debating with Paul MacNamara, vice president of International Telemeter Corp., toll-tv subsidiary of Paramount Pictures Corp., before the California Federation of Women's Clubs, Mr. Starr said that if pay-tv got its foot in the door the family budget would be disrupted because the family would be forced to pay for the programs it now gets free. Mr. MacNamara said pay-tv would not replace the present system, but would open up new program sources not now available, such as Broadway plays and top sports events.

Monroe Calls for Emphasis On Local Tv News Reporting

NEWS TELECASTS must include good local items processed by able reporters, southeastern broadcasters were told Sept. 30 by William Monroe, news editor of WDSU-TV New Orleans. Addressing the final session of the NARTB regional convention [B•T, Oct. 3], he discussed ways of improving presentation of tv news.

Basic traits include clear writing, newscasting and well-shot local film stories, he said, explaining "it's the job you do on local news that can really make viewers sit up and take notice." The tv inclination to worry more about a newscaster's looks than what he says "leads to a lot of sloppy, ineffective newscasting—the kind that just doesn't come off right, but nobody can put his finger on what's wrong," he said.

Mr. Monroe said films "add a dimension to tv that no other medium can match." He contended film coverage "is really brand new because, to date, newsreels only made pretense of coverage. Tv goes right to the heart of action and has only just begun to get its techniques under control."

George H. Weber Elected AAAA Secretary-Treasurer

GEORGE H. WEBER, vice president of Cole & Weber, Seattle, is the new secretary-treasurer of the American Assn. of Advertising Agencies, succeeding the late J. Paul Hoag, Hoag & Provandie Inc., Boston, the AAAA announced last week.

MR. WEBER

Mr. Weber was elected to the post at an AAAA board of directors meeting held Oct. 2 in Coronado, Calif. He also becomes a member of the board and its operations committee. In his new post, Mr. Weber fills Mr. Hoag's unexpired term. He is past president of the Advertising Assn. of the West and the Seattle Advertising & Sales Club and is a former chairman of the AAAA Pacific Region and the AAAA Puget Sound Council.

So Well Remembered

NIGHTTIME radio scored another victory deep in a market heavily saturated by tv when Gold Shield coffee—a brand unknown in Jacksonville, Fla., till advertised on radio—was correctly identified by over 15% of that city's population within the short space of a month. This success story is told in a new four-page folder published last week by the Radio Advertising Bureau and titled: "Gold Shield was the Strangest Coffee in Jacksonville." The booklet describes the results in the latest of a series designed to test public awareness of nighttime radio advertising in tv-saturated areas.

Station Values Rising, Ohio Broadcasters Told

MARKET value of radio and tv stations has gone up appreciably in the last two years, judging by current sales prices, Ray V. Hamilton, partner in the Blackburn-Hamilton broadcasting-newspaper brokage firm, said Friday in an address to the Ohio Assn. of Radio & Tv Broadcasters meeting in Columbus [see sale story B•T, Sept. 19].

Three 1 kw daytime radio stations "in good but not top markets" have sold from $450,000 to $500,000 in the past year, he said, referring to sales handled by his firm. As to tv, he noted a northwestern station that sold for $375,000 in 1949 is now valued at over $4 million and cited a California property valued at $7 million that couldn't command $500,000 in 1950.

Mr. Hamilton advised broadcasters "to know the true worth of the facilities they control." He said it is "a premise of good management that is as important as good programming, rate structure, advertiser relationship and good personnel." New appraisal techniques have been a factor in the changing market, he said.

"Point-of-sale merchandising can be sales dynamite for a station in a secondary market or it can backfire to the detriment of the station," F. A. (Jake) Higgins, general manager of WITY Danville, Ill., told the Ohio meeting.

Mr. Higgins' station is credited throughout the Midwest with using a merchandising project successfully in a secondary market in the face of stiff area tv competition after having been on the air since November 1953.

Mr. Higgins noted no merchandising effort can be effective unless the manufacturer, retailer and station are fully satisfied. "Point-of-sale merchandising in the secondary market poorly organized and handled, easily can create as many enemies for the radio station as it can friends," he asserted.

Sweeney Tells Pittsburghers Of Radio's Comeback Capacity

RADIO advertising's effectiveness increases as more tv stations go on the air, according to Kevin Sweeney, president of the Radio Advertising Bureau.

Addressing a luncheon meeting of the Radio-Television Club of Pittsburgh last fortnight, Mr. Sweeney said that "when your second tv station goes on the air, it's the beginning of 'radio progress month' in that city." Conceding that during the early days of tv, radio station revenues suffered as new tv stations began operating, the RAB head said "the period of drought is down to about six weeks now, and then radio revenues bounce back to new heights."

Looks like* EVERYBODY watches...

TV's TOP FAMILY PROGRAM

*For the past three months OZARK JUBILEE has led all other programs in viewers per set with a decisive 3.40. (ARB, May, June, July 1955). No other program in television attracts a more even percentage of men, (31%), women, (38%), children, (31%), than the OZARK JUBILEE!

OZARK
JUBILEE

OZARK JUBILEE

Starring

RED FOLEY

with other top country-music artists

OZARK JUBILEE, with it's informal format, is a relaxing kind of program . . . enjoyable to look at . . . easy to listen to. That's the secret of its phenomenal success. Headed by Red Foley, a star who has stayed at the top in his field for over 14 years . . . augmented by a versatile regular cast and visited weekly by some of the biggest names in the business . . . the OZARK JUBILEE presents a perfect balance of country music, comedy and variety that increasing millions of people watch and enjoy each Saturday night.

There's no getting around it, the OZARK JUBILEE has "caught on" . . . not only in smaller towns and rural areas where you would expect it . . . but in cities, too. Tulsa, for instance, with a recent local ARB rating of 26.0; Minneapolis, 13.8; Denver, 23.6; Washington, 15.0; Atlanta, 17.2 and Fresno, 22.3. Twenty metropolitan areas averaged 19.6.

Late Nielsen gives Ozark Jubilee 13.6 national rating . . . 23.6 share of audience.

Ask your ABC-TV Representative for full particulars.

a Crossroads TV production
SPRINGFIELD, MISSOURI

ABC
TELEVISION NETWORK

Take a Look at our

CITY FIGGERS!

HOOPER RADIO AUDIENCE INDEX — FARGO-MOORHEAD — NOVEMBER, 1954				
	Share of Audience			
Monday thru Friday	WDAY	Station B	Station C	Station D
7 a.m. — 12 noon	57.9	18.1	16.3	3.6
12 noon — 6 p.m.	58.3	16.6	18.2	1.9

THESE figures have got it . . . in the right places! Latest Hoopers for Fargo-Moorhead show that WDAY has more listeners than *all other stations put together* — three times as many as the second station!

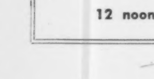
Add that to WDAY's overwhelming rural preference (32 to 1 over the second station) and you've got the story. *Any* kind of survey —rural or city—that's ever been pulled around these parts has shown that WDAY pleases practically *all* the people *all* the time.

For more facts, talk to a Free & Peters Colonel.

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC., *Exclusive National Representatives*

NARTB FALL MEETS RESUME WEDNESDAY

Roanoke, Va., gathering will discuss common problems of industry. Regional meetings are drawing more broadcasters than district plan, NARTB officials say.

COMMON problems of radio stations and advertising agencies will be discussed by Frank Silvernail, BBDO station relations manager, as NARTB resumes its fall regional meeting series Wednesday at the Hotel Roanoke, Roanoke, Va. Mr. Silvernail will address the opening day luncheon of the three-day event.

States taking part in the regional meeting are Pennsylvania, Delaware, Maryland, District of Columbia, West Virginia, Virginia, North and South Carolina. James H. Moore, WSLS Roanoke, is host director.

Total attendance at the three regional meetings already held (Chicago, Saranac Lake, N. Y., and New Orleans) was 578, NARTB records show, compared to 593 a year ago for the same states under the old district meeting procedure. Since the NARTB staff, associate member and guest lists were added seven times to the 1954 total attendance for the seven districts involved, as compared to three times under the 1955 regional procedure, NARTB staff executives point out that the regional meetings are actually drawing more broadcaster delegates than the district plan.

Burdine's Accepts RAB Plan; 15,000 Spots Will Be Used

FOLLOWING the sales promotion plan developed by Radio Advertising Bureau, Burdine's Dept. Stores, with outlets in Miami, Miami Beach, Ft. Lauderdale and West Palm Beach, have added to its advertising campaign a saturation radio spot campaign entailing nearly 15,000 one-minute announcements.

In announcing the spot radio campaign, developed by RAB and used successfully by many major department stores, Horace F. Cordes, Burdine's vice president-general manager, said, "Burdine's recognizes that radio, as an important medium, reaches people that other media do not reach." He said that Burdine's plans to boost the number of spots if the campaign proves successful.

Stations to be used in Burdine's spot campaign are WGBS and WQAM Miami, WVCG Coral Gables, WFTL Ft. Lauderdale and WJNO West Palm Beach, all Florida. All are members of RAB.

Bishopric-Green & Assoc., Miami advertising agency, is in charge of coordination and copy. Marie Venn is account executive.

Engineers' Fall Meeting Scheduled for Syracuse

RECENT developments in color tv, transistors and quality control will be discussed at the annual Radio Fall Meeting to be held Oct. 17-19 at the Hotel Syracuse, Syracuse, N. Y. Institute of Radio Engineers is cooperating with the Radio Electronics TV Mfrs. Assn. in the meeting. A feature of the three-day meeting will be a talk by Robert C. Sprague, Sprague Electric Co., on "The Future of Electronics Through Automation."

The sessions open next Monday with a general meeting of the RETMA Engineering Dept. A report will be given on the effect of an atomic explosion on electronic and communications equipment by Ray H. Williamson, chairman of the RETMA Atomic Test Committee which cooperated with Federal Civil Defense Adm. in the May atomic tests in Nevada.

Uhf Isn't Being Scuttled By Advertisers, Lee Declares

THE accusation that advertisers are engaged in an organized attempt to scuttle uhf operation is not true, FCC Comr. Robert E. Lee declared to the Tv & Radio Advertising Club of Philadelphia Thursday.

"The advertiser is interested only in circulation and coverage," he said. He then went on: Circulation means viewers. Uhf needs network affiliations, but the networks want viewers. Therefore there are no conversions of vhf sets to uhf because there are no good programs on non-affiliated uhf stations. "There are no good programs because the station does not have a network," Mr. Lee said, "and there is no network because there are not enough conversions.

"The simple fact is that no one is responsible," Mr. Lee went on. "The American people will not pay higher prices for receivers to receive a service without good programming. Neither will they be denied a superior vhf service if it can be made available to them. That is the whole story in a nutshell."

Mr. Lee discussed the possibility that intervening to help a losing station build circulation might lead to government subsidy.

With the present achievement of tv (32 million families with receivers, $15 billion investment, eight million sets last year, $1 billion revenue), Mr. Lee said "with a record like that, things can't be as bad as some people make out."

He maintained that a practical solution for the ills of uhf lay in the "broad area of spectrum reallocation."

Bartley to Address Ky. Meet

FCC Comr. Robert T. Bartley will address the Kentucky Broadcasters Assn., meeting at Lexington Oct. 13-14, Sam Livingston, president of the association, announced last week. Election of officers for 1956 will be held at the close of the meeting. On Saturday, Oct. 15, broadcasters will be taken on a tour of Blue Grass farms, to the Keeneland races and to the Kentucky-Mississippi State football game.

Ad Federation Elects Roth

BOB ROTH, KONO San Antonio, was elected second lieutenant governor of the Advertising Federation of America's tenth district at the district's annual convention in Oklahoma City last week. Graydon Smart of the Shreveport (La.) Chamber of Commerce was named governor; Frank McGowan of the *Wall Street Journal's* Dallas office, first lieutenant governor, and Tom McHale of the Dallas Chamber of Commerce was re-elected secretary-treasurer for a second term.

AP Broadcasters Elect Four

ELMER RUMMINGER, WMUU Greenville, has been elected president of the South Carolina Associated Press Broadcasters Assn. Other officers elected were Raymond Caddell, WHSC Hartsville, vice president, and Frank Best, WDIX Orangeburg, and Bob Truere, WCOS Columbia, directors. Paul Hansell, Charlotte AP bureau chief, was re-elected secretary of the association.

ADVANCED TV TECHNIQUES PREDICTED BY ENGSTROM

RCA research and engineering executive tells motion picture and tv engineers 10 years possibly will see wide use of mural and portable sets, tv tape recorders for stations and home and electronic music synthesizers.

AS PART of a projection of things-to-come in the electronics field, Dr. E. W. Engstrom, executive vice president, research and engineering, RCA, last week cited the possibility of the widespread use within the next decade of mural television, portable television receivers, television tape recorders, home tv tape recording equipment and electronic music synthesizers.

Dr. Engstrom spoke before the 78th semi-annual convention of the Society of Motion Picture & Television Engineers, at Lake Placid, N. Y., where he was presented the SMPTE progress medal award "for his outstanding leadership and vision in sound motion picture and television development."

Scientific research and the application of its results, Dr. Engstrom said, have been so broadened and speeded since the war that "never before have so many potentials been within reach at any one time." In the fields of mass communications and entertainment, Dr. Engstrom listed five electronic developments of the future that "now seem possible of achievement based on our present knowledge."

These are: mural television, in which the receiver will consist of a thin screen that may be hung upon a wall and controlled remotely from a small box carried around by the viewer; portable television receivers, employing the same type of thin screen and operated by batteries; television tape recorders for use by the broadcasting industry receiving and storing network and other color tv programs for rebroadcast; home television tape recording equipment that may be used for recording scenes to be played back on the television receiver, or for recording and storing favorite television programs for repeated playback; electronic music synthesizers, capable of producing any known tone or any tone which may be imagined, for use as a new source of recorded music.

"Some of these developments," Dr. Engstrom continued, "will come into use soon, others in the future. Within the next decade is probably as certain as we can now be as to timing. These are but a few of the possible developments in electronics which are resulting from the revolution in materials and our advances in applied research and engineering. In addition, we already are progressing toward an era of pocket-size transistorized radios for personal communication, and toward improved long-distance transmission techniques looking ultimately toward a world-wide television system."

Texas AP Assn. Elects Tripp

BOB TRIPP, news editor, WFAA Dallas, has been elected president of the Texas Associated Press Broadcasters Assn. Mr. Tripp, formerly news editor at WEEK Peoria, Ill., has been with WFAA since 1950. The TAPBA is comprised of about 150 AP member stations which work toward the improvement in quality programming through the exchange of information.

Jones Opens Own Office, Quits Scharfeld, Baron

ROBERT F. JONES, former FCC commissioner and former Republican Congressman from Ohio, announced the opening of his own law office last week at 516 Perpetual Bldg., Washington (telephone: Metropolitan 8-6632).

Mr. Jones who served with the FCC from 1947 to 1952, was a partner in the law firm of Scharfeld, Jones & Baron until last week. He will specialize in the practice of law before the FCC and other government agencies.

During his tenure with the FCC, Mr. Jones was one of the leading proponents of color tv and the establishment of uhf. He also vigorously dissented from the allocation principles finally enunciated by the Commission in its 1952 Sixth Report & Order. Mr. Jones also acted as Republican counsel in last year's Senate Commerce Committee's study of the uhf and network problem. He authored the so-called Jones Report, which called for further investigation of the current controversy [B•T, Feb. 21].

It also was announced last week that the firm of Scharfeld, Jones & Baron was now Scharfeld & Baron. The law office comprises Arthur W. Scharfeld, Theodore Baron, Arthur Stambler and Warren C. Zwicky. Offices remain at the National Press Bldg., Washington.

WTSP's Faulkner Resigns, Will Form Consultant Firm

JACK FAULKNER, WTSP St. Petersburg, Fla., program director, has resigned effective Oct. 15 to form his own broadcast consultant firm. Mr. Faulkner joined WTSP in 1943 and created *Million Dollar Bandstand* and *Know the Show*.

In his new capacity, Mr. Faulkner will work with broadcasters in Florida and Georgia on programming, production and operational matters. Offices of the new firm will be in the Times Building, St. Petersburg.

Twining Joins Brokers

W. R. (IKE) TWINING, veteran Pacific Northwest newspaperman, has joined the staff of Blackburn-Hamilton Co., newspaper and radio-tv station brokers. Mr. Twining will headquarter in the organization's San Francisco office and will specialize in the appraisal and sale of newspaper properties.

At one time Mr. Twining was northern California manager of the California Newspaper Publishers Assn. and during World War II was production manager of the European edition of *Stars & Stripes*.

Edison to Consultant Firm

EDWARD EDISON has joined the consulting radio engineer firm of Robert L. Hammett, San Francisco, as a consulting engineer specializing in radio and tv.

Mr. Edison has been active in the industry for the past 10 years, including stints with RCA, NBC and KLAC-AM-TV Los Angeles. Most recently, the U. of Nebraska graduate served as engineering field representative for RCA in Southern California and Arizona.

O'Fallon Forms New Company

GENE O'FALLON, former owner of KFEL-AM-FM-TV Denver, has announced formation of a new company, Gene O'Fallon & Sons. Included in the new company's services is a rental and leasing category specializing in studio, theatre, educational, business, industry and closed-circuit television. Offices will be in the KFEL-TV Building, 550 Lincoln St., Denver.

Lyons Joins Ruff Assoc.

GERALD LYONS, DuMont-Tv's director of public relations and publicity, has joined Carl Ruff Assoc., New York public relations firm, as account supervisor on the Natl. Assn. of Food Chains. He also will handle publicity for several major tv and radio sponsors as yet unspecified. Move becomes effective today (Monday).

PROFESSIONAL SERVICES PEOPLE

Ross Bateman, Bureau of Standards ionespheric research section chief, to Page Communications Engineers Inc., as director of research.

Bentley H. Dodd, A. C. Nielsen Co., to Market Research Foundation Inc., Beverly Hills, as director of research.

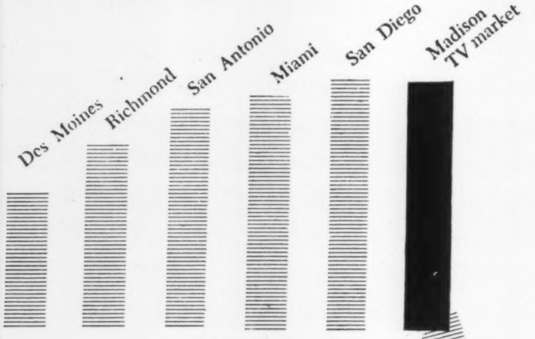
Alfred B. Lorber appointed senior attorney and director of the law department, Columbia Records. With CRI since 1953, Mr. Lorber formerly was associated with Rosenman, Goldmark, Colin & Kaye, legal counsel for CBS Inc.

Robert L. Frey, executive assistant to Frank H. Bartholomew, president of United Press, has been elected secretary of the company as well as of several of its subsidiaries. Mr. Frey has been with UP since 1931 in various executive and reporting posts both in the U. S. and overseas. **A. Mims Thomason,** vice president and general business manager, elected a director of company.

FACT No. 1

Bigger and Bigger!

in over 100,000 TV homes



That's the story of the 10 county plus market delivered by WKOW-TV. Now delivering over 100,000 TV homes, over $600 million in annual retail sales.

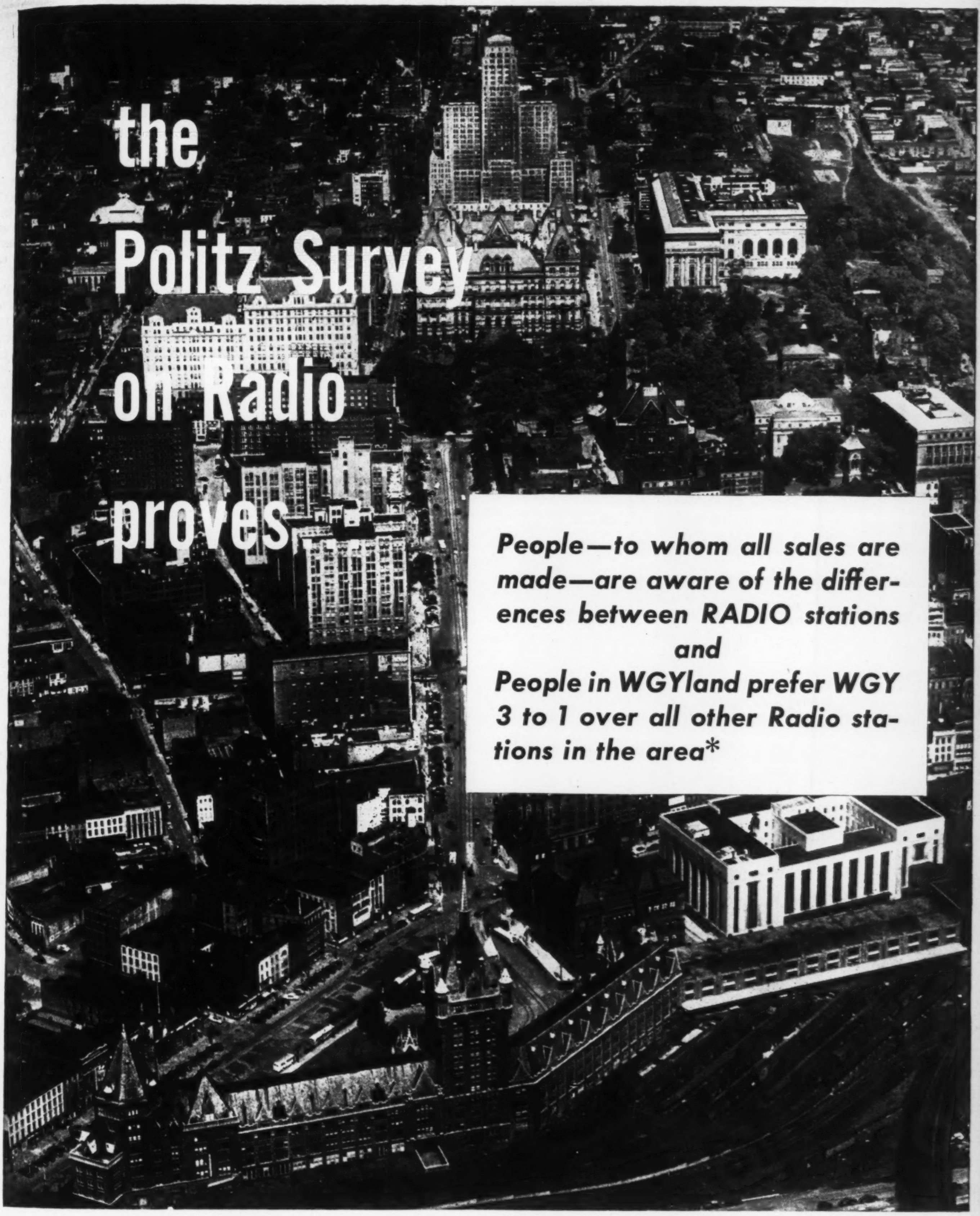
And at its center, Madison, capital of the state, and fastest growing city in Wisconsin. Population now in excess of 115,000, an increase of 20% since 1950.

Per family income for the city is almost $8,000 per year; for the 10 county market, over $5500.

Your TV dollar buys this and more on WKOW-TV. And remember, it sells more, too!

WKOW-TV Channel 27

CBS Madison. Wisconsin



the Politz Survey on Radio proves

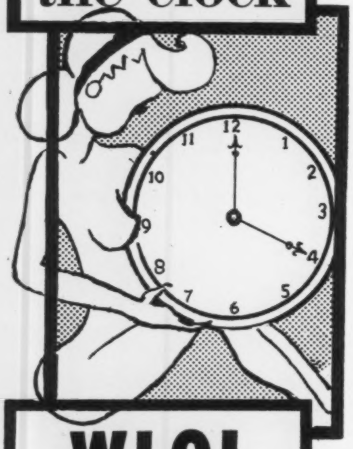
People—to whom all sales are made—are aware of the differences between RADIO stations
and
People in WGYland prefer WGY 3 to 1 over all other Radio stations in the area*

WGY

a General Electric Station . . . Schenectady, N. Y.
Represented Nationally by Henry I. Christal Co.
New York, Boston, Chicago, Detroit, San Francisco

***For complete information on the Politz Survey in WGYland write WGY Sales Dept. or any Henry I. Christal office.**

around the clock



WLOL

IS THE HOTTEST STATION IN THE NORTHWEST!

Whether it's five after five in the evening, or it's a quarter to three in the early morn . . .

Twin Citians always get the best in Music, News and Sports from WLOL.

The "1330 Habit" is really goin' strong right around the clock.

WLOL leads all independent stations and three networks in Day and Night Pulse ratings . . .

Take the time now to buy WLOL for one of your important clients.

THE TOPPER IN INDEPENDENT RADIO

WLOL

MINNEAPOLIS - ST. PAUL
5000 watts—1330 on your dial

LARRY BENTSON, *Pres.*
Wayne "Red" Williams, *Mgr.*
Joe Floyd, *Vice-Pres.*
Represented by AM RADIO SALES

NETWORK, UHF-VHF PROBE WILL GET DATA FROM NETWORK, STATION REPORTS

Heretofore restricted FCC records will be released to Senate Interstate & Foreign Commerce Committee on confidential basis. Justice Dept. advises it's legal for FCC to release the information in this case.

FINANCIAL and operational data secured from individual television stations and national networks by the FCC through its annual financial reports (Form 324)—heretofore kept confidential by the Commission—will be released on a confidential basis to the Senate Interstate & Foreign Commerce Committee in the latter's probe of tv networks and uhf-vhf problems.

This was revealed last week when the Senate committee released the contents of a letter, agreeing to release the information, from the FCC to Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash). It was accompanied by an opinion from Attorney General Herbert Brownell taking the view that FCC members could not be prosecuted under the U. S. Criminal Code for making the data available to senators.

The FCC had expressed fear that its members might be liable to prosecution for furnishing the data at the time the Senate committee requested the information last winter [B•T, Dec. 27, 1954].

Robert F. Jones, Washington attorney who was majority counsel for the investigation in the GOP 83rd Congress from the time it was begun in the summer of 1954 until the Democrats took over Congress last January, submitted a report in which he said FCC data on individual stations was vital to the investigation and that, in his opinion, the FCC was legally authorized to give the information.

The FCC letter had been mailed July 27, but was sidetracked into a committee office other than that of the investigation staff. Nicholas Zapple, communications counsel for the investigation, ran it down and released its contents, along with the Attorney General's opinion, dated June 15, which concluded that while the Legislative Reorganization Act does not expressly authorize disclosure of the type of information involved, its language is sufficiently broad that the authorization is "reasonably implied."

The FCC told the Senate committee that it was prepared to furnish the information it previously has withheld, but urged that "the confidentiality of the data be guarded insofar as possible." Heretofore, the FCC has released only summaries or statistical totals of the financial data obtained from networks and stations, without disclosing information on an individual, identifiable station.

The voluminous questionnaires submitted to the FCC asking financial and operational data on tv stations and networks and their owned stations were reprinted in the Jones report of last February.

Whether the committee, now under Democratic control, will ask for all the financial information which was requested under Mr. Jones' direction as former majority counsel was not known last week. The committee still has under consideration a proposal by Sen. John W. Bricker (R-Ohio), former committee chairman and now its ranking Republican, calling for FCC regulation of networks.

Meanwhile, the FCC still had to complete its compilation of station coverage maps requested by the committee.

Sen. Magnuson has set hearings to begin Jan. 17, when, presumably, the coverage information will be ready. As for the financial data, it is not certain whether all the information requested in the Jones questionnaires is available at the Commission. If not, the FCC, when the type of information desired is determined, will have to seek the remainder of the data by sending individual questionnares to stations, in addition to the Form 324 on which licensees make reports yearly.

Completed preliminary questionnaires to the networks on affiliation practices and policies and a questionnaire to AT&T now are in the committee's hands. Other information likely to be forthcoming for the upcoming hearings: (1) possible report by an industry-wide *ad hoc* engineering committee headed by Dr. Edward Bowles of Massachusetts Institute of Technology on its allocations study, being done at the request of Sen. Magnuson; (2) whatever information has been collected by the FCC in its $80,000 study of tv network economics, which is headed by Roscoe L. Barrow, dean of the U. of Cincinnati Law School.

Newspapers Protest WEOL, WMAN Renewals

TWO newspapers in Ohio with no broadcast holdings last week protested the Sept. 7 license renewals of two radio stations in their respective areas.

Stations involved are WEOL Elyria, under attack by the *Lorain* (Ohio) *Journal*, and WMAN Mansfield, attacked by the *Mansfield Journal*. Both newspapers are owned by the same principals.

The papers charged that both WEOL and WMAN, in their respective markets, were circulating and broadcasting false and malicious statements for the purpose of damaging the papers' prestige and earning capacity. It also was charged that the radio stations "pirated" news stories from the papers.

Claiming they have economic standing to protest, the papers asserted that they along with the radio stations make up the only advertising media of general circulation in their respective markets.

Lorain Journal also stated that it was once in competitive hearing with WEOL for ch. 31 at Elyria and that it withdrew to allow tv service to the area at an early date. The newspaper stated, however, that WEOL has not commenced construction and that WEOL's only reason for pursuing the tv application was to block the *Lorain Journal* from getting it.

The *Mansfield Journal* also raised charges that WMAN had misrepresented stock ownership interests and plans for financing.

WEOL went on the air in 1948 and WMAN in 1939. Both licenses were renewed Sept. 7. The newspapers asked that the license renewals be set for hearing.

The *Mansfield Journal* was turned down for an fm station by the FCC in 1949. The FCC found that the *Journal* practiced unfair business tactics in competition with the local radio station. In 1951, the government won an antitrust suit against the *Lorain Journal*, and entered into a consent decree with the *Mansfield Journal*. Pending in the U. S. District Court in Cleveland is a $1 million civil antitrust suit against the newspapers by WEOL Elyria.

FCC's Tv Signal Sleuths Go Mobile

The FCC has added wheels to the surveillance of tv signals and has placed in use the first mobile tv monitoring unit. The vehicle already has completed its first trip, an invasion into Pennsylvania, described as a "highly succesful" venture. A second trip for the mobile monitor is being planned for Virginia and points south.

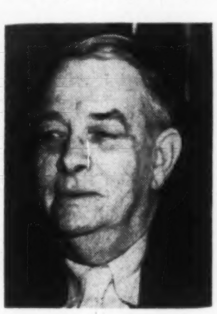
The vehicle was developed and constructed by the FCC's Field Engineering & Monitoring Bureau in cooperation with the Laboratory Div. of the Office of Chief Engineer. It was built at a cost of $24,000, including vehicle and electronic equipment.

The Field Engineering & Monitoring Bureau will operate the vehicle to monitor distant tv transmissions that can't be handled by the Commission's fixed monitoring stations, aiding compliance with FCC's tv engineering regulations. The mobile unit also will gather data to be used in general tv problems.

The vehicle is equipped to study tv signals in relation to frequency measurements; modulation measurements to assess the efficiency with which the tv station impresses the picture or sound signals upon the respective carriers; wave form observations, and spectrum emission analyses to check the distribution of signals over assigned channels. A second mobile monitor is expected to be completed in eight months.

FCC Chief Accountant William Norfleet Retires

OFFICE of Chief Accountant of the FCC is being abolished, effective Oct. 31, upon retirement of William J. Norfleet, who has been FCC's chief accountant since 1936, the FCC announced last week [CLOSED CIRCUIT, Aug. 1].



MR. NORFLEET

This office is being done away with because its functions are now largely integrated into the Commission's operating bureaus, the FCC pointed out.

In taking this action the Commission paid high tribute to Mr. Norfleet's "long and able service." He joined the FCC in May 1935 after serving for 18 years with the ICC where he was chief accountant and auditor.

Upon retirement, Mr. Norfleet, who was born in October 1885 in Amelia County, Va., completes nearly 40 years in government service. In addition to being FCC chief accountant, he has served as personnel security officer.

The two divisions of the Office of Chief Accountant will be transferred to two FCC bureaus. The Economics Div., headed by Hy Goldin, with Jim Sheridan as assistant chief, moves to the Broadcast Bureau, and the Accounting System Div., headed by John J. Nordberg, moves to the Common Carrier Bureau.

Excise Tax on Transistors Mulled by Treasury Dept.

THE Treasury Dept. has under "study" the question of whether to place electronic transistors on the 10% federal excise tax list along with radio and tv tubes.

Testifying Wednesday before a House Ways & Means subcommittee headed by Rep. Aime Forand (D-R. I.), Dan Throop Smith, special assistant to the Secretary of the Treasury, said the present absence of the excise tax on transistors poses the problem of discriminatory tax treatment toward competing products (tubes). The subcommittee is working on a complete revamping of the excise tax structure, except for rates.

Asked by Rep. A. S. Herlong Jr. (D-Fla.) about proposals that have been made to provide tax relief for uhf-equipped and color tv sets, Mr. Smith said exemption of taxes or tax credits for such tv sets "would constitute a hidden subsidy." The House Ways & Means Committee has under consideration a bill (HR 4070) introduced by Rep. Frank Ikard (D-Tex.) to exempt uhf-equipped tv sets from the excise tax, but took no action on it during the first session of the 84th Congress.

Mr. Smith told the congressmen Wednesday he thought that if a subsidy were considered essential to the development of uhf tv, it should be an outright government subsidy and not in the form of a tax benefit.

The subcommittee will hear testimony this Wednesday (but presumably not about tax rates) from Sigurd Tranmal, Stromberg-Carlson Co., representing Radio-Tv-Electronics Mfrs. Assn., as a member of RETMA's Tax Committee.

Government Agains Postpones ANPA, AAAA Monopoly Case

THE Federal District Court, New York, last week extended its deadline to Nov. 1 for filing replies to the Justice Dept.'s antitrust suit against the American Newspaper Publishers Assn., the American Assn. of Advertising Agencies and four other print media associations. No radio or tv group has been cited by the department [B•T, May 2, *et seq.*].

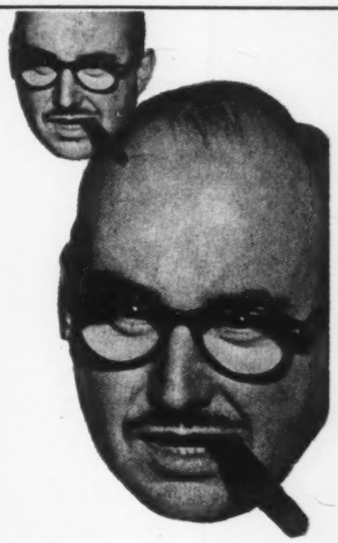
This is another in a series of extensions granted by the court, but according to informed sources does not imply that any negotiations seeking to end the case are under way.

The Justice Dept.'s complaint, filed in early May, alleged the advertising agency recognition system with its "uniform" provisions for a 15% commission, prohibition against rebates by agencies to advertisers and refusal to recognize "house" agencies, constituted restraint of trade in violation of Section 1 of the Sherman Antitrust Act.

Tall Tower Report Suggests Antenna Farms

MORE rigorous criteria for tall towers will be formulated in the near future, it was obvious last week when the Joint Industry-Government Tall Structures Committee accepted the recommendations of its working group. (For full details see "Tall Tower Bids Face Higher Rules," B•T, Oct. 3.)

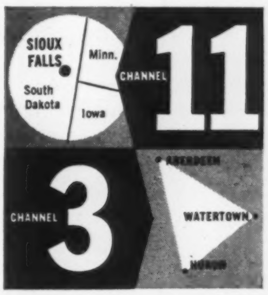
The joint committee recommended that tv towers be placed wherever possible in antenna farms and that more stringent criteria be prepared for areas where there is high traffic density, near airways, near intercity routes and in areas near jet airports.



NOW JOE FLOYD'S TWICE AS BIG!

. . . and if you think
Joe always was tv's biggest
sales producer, just
watch how he throws
his weight around now!
For, effective immediately,
you get TWO FLOYD MARKETS
for your one smart buy.
What a terrific spot for you
to be in! Gives
you something twice as big
to shoot at!

THE BIG TV COMBO



78% of total South Dakota market, western Minn., northwestern Iowa

KELO TV

JOE FLOYD, *President*
Evans Nord, *Gen. Mgr.*
Larry Bentson, *V. P.*
NBC PRIMARY
Represented by H-R TELEVISION

Advertisement

From where I sit *by* Joe Marsh

Shades of Tom Sawyer!

Hack Willis had just stopped the tractor so's he could cool off at the pump, when a young insurance salesman came up the drive.

Hack was tired of plowing, and needed insurance on his new barn. But he also needed to get that winter rye in fast. The salesman, an eager kid, noticed hesitation. "I come from a farm," he said. "Why don't you look at these booklets—get all the dope—and I'll take that plow a couple of rounds for you."

Young fellow laid off a pretty straight furrow, too. It was almost dark before Hack—sitting in the shade—was able to decide just what kind of policy to get.

From where I sit, to be a good salesman—or a good citizen—it always helps to "put yourself in the other man's place." He may have a different sort of job with different problems . . . he may prefer to close a deal over, say, a friendly glass of beer while you might prefer something else. But both of you can co-operate if you make it a "policy" to try.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

Gay Labels as 'False' Charge on Finances

CONNIE B. GAY, broadcaster and country-music personality of Washington (D. C.), last week labeled as "false and misleading" charges that his financial qualifications to construct a new am station at Warrenton, Va., are suspect [B•T, Oct. 3].

The financial status of Mr. Gay, who is seeking 1250 kc, 1 kw day at Warrenton, was challenged by Old Dominion Broadcasting Co., which also has filed for a new am there (1420 kc, 5 kw day).

Mr. Gay, in submitting to the FCC an updated balance sheet as of Sept. 27, said it is an insult to the Commission's intelligence to contend that with a net worth of over $350,000 he is not financially qualified to construct an am station that costs less than $20,000. The balance sheet reported his net worth as $353,318.

Old Dominion Broadcasting, owned by Oliver M. Presbrey and his wife, the former Martha Rountree, one-time part owner of *Meet the Press,* charged that Mr. Gay had overextended himself financially in the purchase of two am's.

Mr. Gay told the Commission last week that the down payments have been made for purchase of WTCS Fairmont, W. Va. (formerly WVVW), and WTCR Ashland, Ky. (formerly WWKO), and that since he has taken over the stations they have showed increasing revenues capable of meeting all commitments. He noted that when he took over WTCS it was in bad shape financially.

As to why the Clarendon Trust Co. of Arlington, Va., made null and void a loan for $100,000 which it formerly approved, Mr. Gay termed this a "strange action" by the bank, but said he has established with the Old Dominion Bank of Arlington credit for at least $50,000.

FCC Approval Requested For Birmingham Lease

APPLICATION for assignment of the license of WSGN-AM-FM Birmingham, Ala., to Winston-Salem Broadcasting Co. on a lease arrangement, with option to purchase after five years, was filed with the FCC last week.

The lease agreement begins with FCC approval of the assignment. It calls for payment of $500 a month beginning with the fourth month and runs to $2,000 a month between the 123rd and 134th month.

After five years, there is an option to purchase the stations for $123,250. This option continues but with a declining principal, running from $99,250 at the end of six years to $3,250 at the end of 10 years.

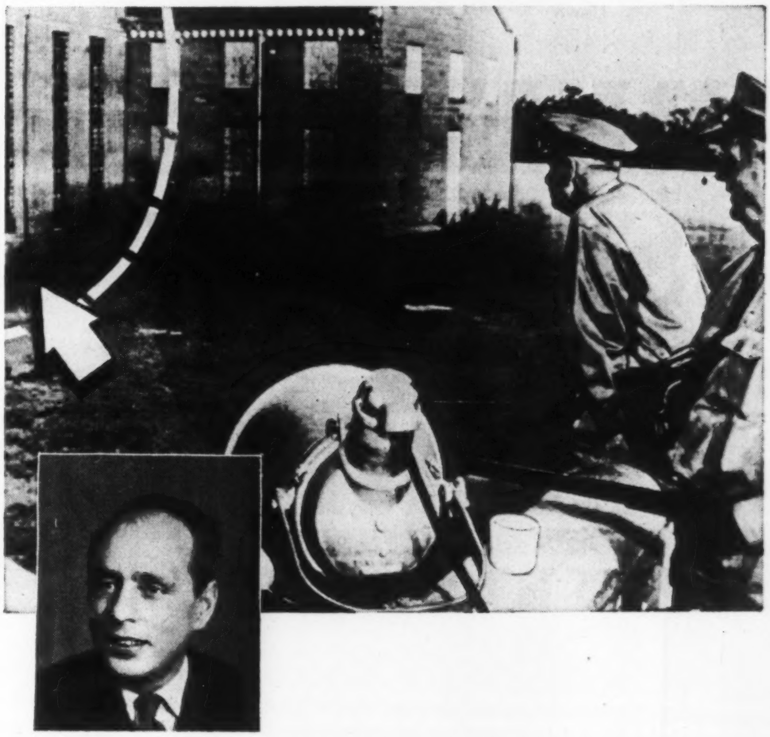
Winston-Salem owns ch. 26 WTOB-AM-TV Winston-Salem, N. C., and ch. 29 WOTV (TV) Richmond, Va., not yet on the air. Principals are James W. Coan, president, and John G. Johnson, general manager. WSGN operates on 610 kc with 5 kw day and 1 kw night. Bascom H. Hopson, president, also owns 31% of WHBB Selma, Ala.

WICU (TV) Deadline Today

REPLY findings and conclusions on the license renewal hearing of WICU (TV) Erie, Pa., licensed to the Dispatch Inc., was ordered last week to be filed on or before today (Monday) by Chief Hearing Examiner James D. Cunningham. WICU's license renewal has been the subject of an eight-month-long proceeding based on Commission charges that Edward Lamb, WICU owner, falsely denied certain Red ties [B•T, Aug. 22]. Examiner Herbert Sharfman, who presided over the hearing, has been ill but is expected back today.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Riot at the Penitentiary
...going after more details"



Case History No. 13

Manager Jack Vagner of KRAL, Rawlins, Wyo., was one of the first in town to hear about it. He grabbed the telephone and called The AP at Cheyenne. It was 11:37 a.m.

"There's a riot at the penitentiary," he said. "Prisoners seized three guards as hostages. Don't know who the ringleaders are yet. They want a conference with the warden. Got control of the main cellblock. I'm going out after more details and will call you back."

The state prison was about a quarter-mile from the KRAL studios. Vagner was there within minutes, but the guards were as stone-faced as the prison walls. They weren't saying anything until the warden showed up.

The warden arrived shortly after noon. A bit later Vagner called The AP with the names of the three hostages, word that 75 of the 280 prisoners were involved in the riot, the knifing of a prison guard and the reasons the rioters gave for the break.

Through the rest of the day Vagner relayed details of the story to the KRAL newsroom and to The AP. After an AP staffer flew in from Cheyenne, the two split the load and covered every angle.

Vagner interviewed the wives of the hostages, as well as guards and prison employees. He also helped a photographer line up pictures which were carried over the national AP Wirephoto network.

Shortly after midnight, the riot was over and the story cleaned up. After 13 hours on the job, Vagner had completed a tremendous job of news coverage for KRAL listeners—and AP members everywhere.

Jack Vagner is one of thousands of active newsmen who make The AP better...and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Those who know famous brands...know the most famous name in news is AP

FCC APPROVES 17 AM SALES

SEVENTEEN changes in am ownership were approved by the FCC last week. The nine largest transactions, in point of price, total almost three-quarters of a million dollars in cash and assumption of liabilities, etc.

Ownership changes approved were:

- KBAK Bakersfield, Calif.—assignment of license to Paschall, Tullis & Hearne for $85,000. KBAK-TV (ch. 29) ownership is not involved. Principals in equal partnership are Benton Paschall, radio management sales consultant; Howard L. Tullis, 50% owner of the Tullis Co. (advertising), Hollywood, and attorney John P. Hearne, owner of 6½% KVEN Ventura, Calif., 5% of KUAM Guam and an officer of KBAK-AM-TV and KYA San Francisco.
- WALT Tampa, Fla.—assignment to Harold Kaye (51.6%), Emil J. Arnold (48.33%) and others for $100,000 plus $400 per month for 10 years. Approval to the transfer of control of WINN Louisville, Ky., to the same group for $63,750 was also given this week. Mr. Kaye is 25% owner of WLOW Portsmouth, Va., and 25% of WORC Worcester, Mass. Mr. Arnold is 50% owner of WMFJ Daytona Beach, Fla., 25% of WLOW and is sole proprietor of the Commonwealth Adv. Agency, Boston.
- KTSW Emporia, Kan.—assignment of license to the Lyon County Broadcasting Co. for $55,000 plus assumption of a $4,000 mortgage. Principals are President Sherwood R. Parks (16% Lyon stockholder), assistant manager of KVGB Great Bend, Kan.; Vice President Grover C. Cobb (28%), 20% owner of KVGB; Treasurer Will L. Townsley (28%), 26% owner KVGB, and Secretary Russell T. Townsley (28%), 20% owner of KVGB. Messrs. Townsley are editors, respectively, of the *Great Bend* (Kan.) *Daily Tribune* and the *Russell* (Kan.) *Daily News*. Each owns 33.3% of the *Daily Tribune* and 25% of the weekly *Great Bend Herald-Press.*
- KGWA Enid, Okla.—transfer of control to R. H. Drewry for $62,000. Mr. Drewry has contracted to sell 15.5% of the station stock to T. R. Warkentin for $3,875 and 10% to Allan P. Page for $2,500. Mr. Drewry owns one-third of KMID-TV Midland, Tex., and 53.5% of KSWO-AM-TV Lawton, Okla. Mr. Warkentin holds 15.5% of KSWO-AM-TV, 18% of KMID-TV and 13.95% of KRHD Duncan, Okla. Mr. Page is commercial manager of KANS Wichita, Kan.
- WKXV Knoxville, Tenn.—transfer of control to Tele-Broadcasters Inc. for $95,000. Owner of Tele-Broadcasters is H. Scott Killgore, sole owner of WKXL Concord, N. H., and WARE Ware, Mass. Mr. Killgore has an application pending for a new am station at Athol, Mass.
- WDXL Lexington, Tenn.—assignment of license to Lexington Broadcasting Service Inc. for $58,850. Among nine principals, each owning 11.1%, are Neal B. Bunn and Ben Enochs, manager and chief engineer, respectively, of WDXL.
- KTXN Austin, Tex.—transfer of control through sale of 75% interest for $75,000. Among the three buyers are Robert N. Pinkerton, president and stockholder of WBGE Atlanta, Ga. (approval for sale of which is being sought), and Edgar B. Pool, 25% owner of KIFN Phoenix, Ariz., and an interest in WBGE.
- KTFS Texarkana, Tex.—transfer of control to Robert S. Bieloh for $72,660 including liabilities. Mr. Bieloh is 75% owner of KBLO Hot Springs, Ark.

For details on other ownership changes see FOR THE RECORD, beginning on page 116.

New Minot Ch. 10 Grant Given Meyer Broadcasting

MEYER BROADCASTING Co. last week was granted a construction permit by the FCC for ch. 10 in Minot, N. D. Meyer is the licensee of KFYR-AM-TV Bismarck, N. D. KFYR-TV operates on ch. 5.

The new station will operate with an effective radiated power of 29.5 kw visual, 14.8 kw aural and an antenna 90 ft. above average terrain. The firm set its construction cost at $122,000, first year operating cost at $65,000 and initial year's revenue at $60,000.

2,650,000 Latin Americans Tune in World Wide Network

MORE than 2,650,000 Latin Americans follow daily Spanish and Portuguese programs of World Wide Broadcasting System through a rebroadcast network of 54 stations in Central and northern South America, Walter S. Lemmon, network president, said a fortnight ago in a report to key members of Congress.

Under a special congressional authorization, the network broadcasts a portion of its programs for the U. S. Information Agency, which discontinued direct broadcasts to that area more than two years ago. Fan mail from Latin American listeners now averages more than 750 letters each month, about 80% from Spanish-speaking countries and 20% from Brazil, to which broadcasts are made in Portuguese. More mail came from Argentina than any other country, Mr. Lemmon reported.

THE PREFERRED STATION FOR WEATHER . . . WIBW-TV

. . . and also preferred for NEWS, SPORTS, and FARM SERVICE by the TopekAREA audience! Dr. Forest Whan of Kansas State College proved this in his penetrating depth-survey—the Whan TV Study of the TopekAREA*, made during Jan.-Feb., 1955.

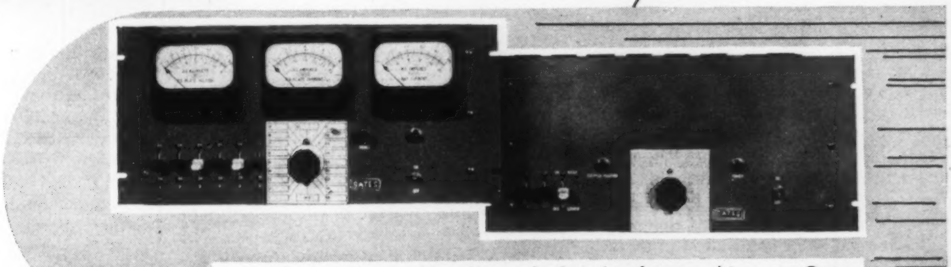
* A free copy of Dr. Whan's Study—which will help you to milk the last bit of selling power from your TV dollars—is waiting for you. Just call your Capper Man or Topeka.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

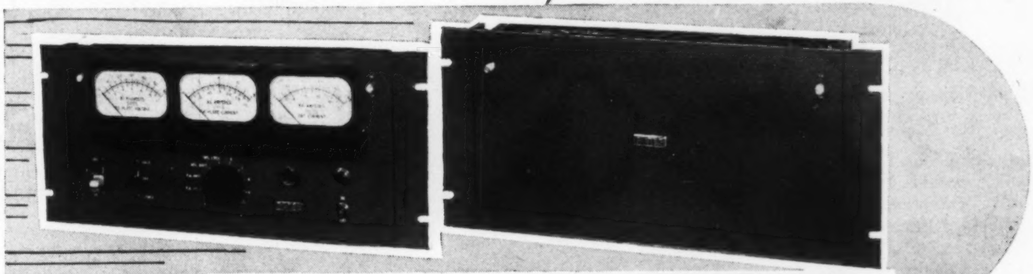
CBS-ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka,
KCKN in Kansas City
Rep: Capper Publications, Inc.

THE NEW IN REMOTE CONTROL



For today and possible demands for the future, this new Gates RCM-20 deluxe tone operated system will handle just about any load requirement conceivable. Six calibrated tone channels, 3 direct reading 4" meters, 19 metering positions, 42 switching functions, 6 inbuilt relays for major switching functions, completely self-contained on two 8¾" rack panels and no dialing required. Truly an advanced design all the way.

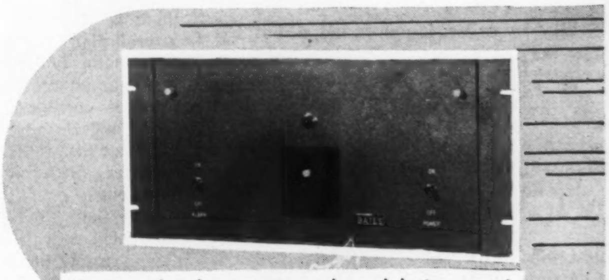


This new Gates RDC-10 D.C. remote control system offers positive reliable performance at a new low price. Three direct reading 4" meters, 10 metering positions, 22 switching functions, built-in filament and plate relays, completely self-contained on two 8¾" panels and no dialing required. Comes complete with motor tuned plate rheostat, tower light indicator, remote antenna meter diode and ready to use.

GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

OFFICES IN: NEW YORK,
WASHINGTON, ATLANTA,
HOUSTON AND LOS ANGELES



Moving the frequency and modulation monitors to the studios is accurately handled with the new Gates EXA-2 radio frequency receiver/amplifier. Will provide either modulated or unmodulated output for all modern monitors. Supplied with antenna kit and lead-in coaxial cable.

Ft. Smith Sale Approval Proposed

SALE of KNAC-TV Fort Smith, Ark., by American Television Co. to Southwestern Publishing Co. for a total $120,000 does not involve trafficking in permit and should be approved, FCC Examiner Basil P. Cooper said last week in an initial decision recommending sale approval.

At issue is whether Southwestern's purchase of ch. 5 KNAC-TV involves payment to the sellers for something more than physical properties and a going business, the examiner stated. The sale contract called for payment by Southwestern of $50,000 to American for the permit plus payment to H. S. Nakdimen, American president, and George T. Heinreich, who held a 50% stock option in the station, of $5,000 each per year for seven years not to engage in tv in the Fort Smith area. Mr. Heinreich dismissed his original ch. 5 application to merge with Mr. Nakdimen who was awarded the grant on June 3, 1954.

The examiner noted that Messrs. Nakdimen and Heinreich paid a total of more than $31,000 in out-of-pocket expenses in pursuing their respective ch. 5 applications and he found that the difference between that and the $50,000 to be paid for the permit ($18,000 plus) is reasonable.

In addition, Mr. Nakdimen estimated the fair value of his time devoted to the tv application was $15,000, based upon actual and estimated earnings. Mr. Heinreich estimated the value of his time devoted to the tv application as between $15,000 and $20,000.

Examiner Cooper stated there is no evidence to find that American Television or Messrs. Nakdimen and Heinreich did not prosecute their applications in good faith.

Southwestern also owns ch. 22 KFSA-TV Fort Smith, the permit of which would be surrendered if the sale of KNAC-TV is approved.

The examiner further concluded that Messrs. Nakdimen and Heinreich will receive compensation for something other than existing physical facilities and a going business activity, but said there are several Commission precedents where the buyer has paid sums in excess of the fair value of the physical properties and good will.

Mr. Nakdimen also owns KWHN Fort Smith and Southwestern owns KFSA there. Mr. Heinreich is a local businessman.

FCC Grants Permits To Six Am's, One Fm

SIX AMS, all 1 kw or less in power and all but one daytime only operations, and one fm were granted construction permits last week by the FCC.

Grants made were:

- Lancaster, Calif. — Brocaw Broadcasting Co., 1380 kc, 1 kw daytime with directional antenna. Harold J. Brown, 80% owner of Brocaw, is 51% owner of KBIS Bakersfield, Calif.
- Canton, Ga.—Christian & McClure, 1290 kc, 1 kw daytime. Principal L. H. Christian is resident-general manager- 52% stockholder of WRFC Athens, Ga., and 45% owner of WGBA Columbus, Ga.; C. A. McClure is 36¼% owner of WRFC and holds a 45.7% interest in WGBA.
- Las Cruces, N. M.—Taylor Enterprises Inc., 570 kc, 1 kw day. Principals William C. Taylor, Gene Reischman, Homer Glover and J. Raymond Harris individually own a total of 88.7% of KBIM Roswell, N. M.
- Saugerties, N. Y.—Skylark Corp., 920 kc, 1 kw day with directional antenna. John P. Lynker, 61% owner of Skylark, is a WVNJ Newark, N. J., employe. Minority stockholders Richard N. Ward and Richard N. Horan are with, respectively, WRGB (TV) and WGY, both Schenectady, N. Y.
- Milton, Pa.—Williamsport Radio Broadcasting Assoc. Inc., 1380 kc, 1 kw day. The permittee is the licensee of WWPA Williamsport, Pa.
- Anacortes, Wash. — Skagit Broadcasting Co., 1340 kc, 250 w unlimited. Skagit is wholly-owned by Mr. and Mrs. C. H. Fisher who own KDLS The Dalles and KUMA Pendleton, both Oregon, and have an application pending for a new am in Gresham, Ore.
- Dover, Del. — Delaware State Capital Broadcasting Corp., 94.7 mc., 9.4 kw. Permittee is the licensee of WDOV Dover, Del.

In a separate action the Commission removed from hearing and granted to KBIG Avalon, Calif., a license to cover its construction permit. Another order dismissed as moot an Oct. 5, 1953, CBS petition filed in this proceeding.

WGR-TV Files Economic Protest on NBC Purchase

CONTINUING its efforts to block NBC's purchase of ch. 17 WBUF-TV Buffalo, N. Y., WGR-TV there last week filed a formal economic protest directed against the FCC's approval of the $312,500 sale. WGR-TV asked the FCC to stay the sale pending a hearing and requested the hearing be consolidated to include NBC's pending swap with Westinghouse of their Cleveland and Philadelphia radio-tv stations.

Standing on sec. 309 (c) of the Communications Act which affords a party in interest a chance to protest a grant made without a hearing, WGR-TV said if the sale goes through it will lose its present NBC affiliation which it has held since going on the air August 1954 and which expires next August.

Charging economic injury, ch. 2 WGR-TV said it will lose forever the right to compete for NBC affiliation and stressed the importance of network ties for financial success.

WGR-TV said NBC's acquisition of WBUF-TV, which was approved Sept. 21 [B•T, Sept. 26], will result in concentration of control of tv broadcasting. WGR-TV pointed to NBC's five vhf stations and the pending purchase of ch. 30 WKNB-TV New Britain, Conn., and the exchange of stations with Westinghouse, in addition to the WBUF-TV buy.

Repeating issues raised in protesting the sale before it was granted, WGR-TV asked the FCC to determine:

If there is undue concentration of control; if the overall plan of NBC to acquire tv stations in New Britain, Philadelphia and Buffalo results in undue concentration of control; if the circumstances surrounding the Westinghouse-NBC swap reflects adversely on the network, and if the past history of antitrust litigation and trade practices of RCA, parent of NBC, also reflects adversely on NBC.

In asking that the NBC-Westinghouse deal be consolidated with this proceeding, WGR-TV said there are interlocking issues as to NBC's qualifications and the grant of the pending station swap would be a prejudgement of these issues. Involved are the exchange of Westinghouse's Philadelphia stations KPW and ch. 3 WPTZ (TV) and NBC's Cleveland outlets WTAM and ch. 3 WNBK (TV), plus a $3 million payment to Westinghouse.

WGR-TV has charged that Westinghouse was "under duress" to go through with the station exchange under threat of losing its NBC affiliation. This latter charge is presently under FCC staff study.

WHEC-TV, WVET-TV Ask Decision Delay Again

FAILURE of negotiations between Gordon P. Brown, owner of WSAY Rochester, N. Y., and WHEC-TV and WVET-TV, ch. 10 sharetime stations in the same city, was indicated last week when the two tv stations asked the U. S. Court of Appeals in Washington to hold up, for the third time, issuance of its decision favoring the protest by Mr. Brown against the 1953 grant of ch. 10 to the present occupants.

In its request, WHEC-TV and WVET-TV said that there had been negotiations with Mr. Brown but that they had fallen through. The two stations asked that the court hold up issuing its mandate until Oct. 25. A petition for a writ of certiorari will be filed with the Supreme Court before then, they said. Previously, the FCC had asked that the mandate be held up pending its determination whether to appeal to the Supreme Court.

The appellate court last August ruled that a protest by Mr. Brown against the grant of ch. 10 in Rochester to the two applicants, following a merger, should have been accepted and a hearing held [B•T, Aug. 1]. This ruling requires that the FCC must delay the effective date of such a grant; in this case ordering the two-year-old stations off the air. It is this step which the stations are asking be held in abeyance while they ask the Supreme Court to review the case.

In the same court, argument was heard last Thursday on Mr. Brown's protest against the renewal of the license of WBBF Rochester. Mr. Brown protested the renewal grant on the ground the station refused to permit him to rebroadcast its programs, and that it had a joint rate with sister station WGVA Geneva, N. Y., offering a 25% discount for advertisers buying both stations. The Commission had refused to entertain Mr. Brown's protest, and his appeal to the court followed.

Both the FCC and WBBF counsel argued that Mr. Brown had not asked the present owners of WBBF for permission to rebroadcast, and that there was no requirement that advertisers must buy both stations in order to buy one.

'Play Marko' Brings Suit To Restrain FCC Orders

THE CAPLES Co., Chicago advertising agency and syndicator of *Play Marko,* tv bingo-type show, has filed suit in the U. S. District Court for the District of Columbia seeking to restrain the FCC from issuing tv stations show cause orders declaring *Play Marko* a lottery and therefore violating the U. S. Code and Commission rules [B•T, May 16].

Caples also wants a court ruling indicating that the program does not violate the statutes cited by the FCC. The company pointed out in its complaint before the court that the Post Office Dept. has declared the series legal.

The fact that KTLA (TV) Los Angeles and WGN-TV Chicago had dropped *Play Marko* as soon as the FCC had declared its intentions in regard to the program was also shown by Caples.

Caples said, in part, ". . . the finding . . . that *Marko* was a lottery and violated [U. S. Code] Section 1304, was made *ex parte* [one-sidedly] and without a hearing or notice to the plaintiff [Caples] or to the television stations telecasting *Marko* and was without foundation either in law or in fact."

Further, Caples said, it had asked the FCC to be made a party in interest when the show cause order had been issued to KTLA (TV), but had been denied by the Commission.

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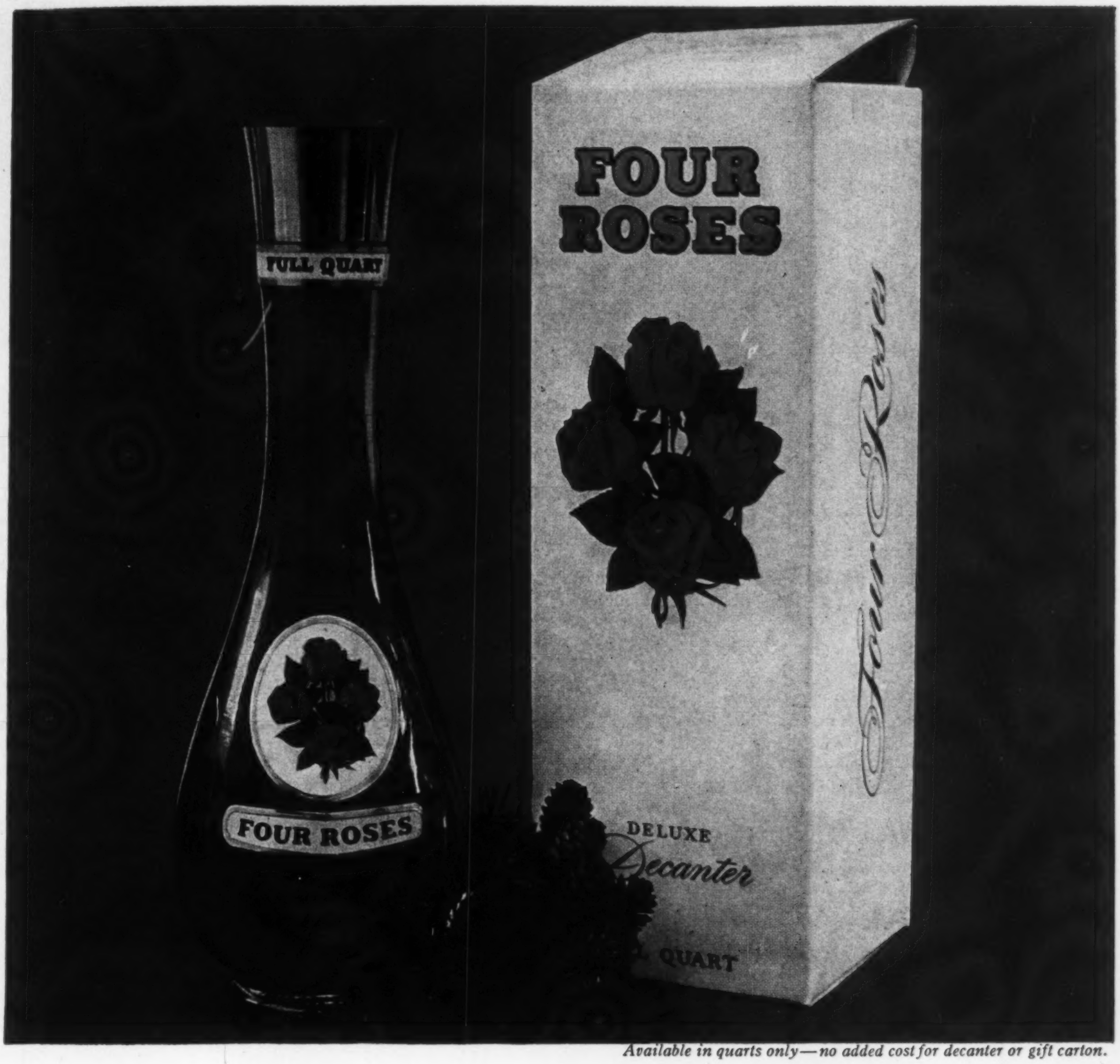
FOR YOUR BUSINESS FRIENDS



Available in quarts only—no added cost for decanter or gift carton.

America's finest gift whiskey—in America's finest gift decanter

This impressive full-quart decanter—at no extra charge—makes the perfect business gift.

Your friends will appreciate the handsome, modern styling long, long after Christmas.

And they will be delighted too by the generous contents. For it is a full quart of the same superbly mellow Four Roses that's been America's favorite gift whiskey year after year.

For a "preview" of these three ways to give Four Roses, call your local Frankfort representative or write to Frankfort Distillers Company, New York, N.Y.

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

OR CHOOSE A GIFT THAT'S ALWAYS WELCOME...

FOUR ROSES
Four Roses

The regular bottle (4/5 qt.) of that special gift whiskey, Four Roses... packed in a festive gift carton.

...OR THE SEASON'S MOST UNUSUAL GIFT...

A "dozen roses"—three regular (4/5 quart) bottles of Four Roses—in a handsome "florist's" carton.

Canadian Set Sales Increase Over 1954's 8-Month Period

SALES of Canadian television sets continue to boom. For the first eight months of 1955 total Canadian tv sales amounted to 344,620 sets compared to 262,903 sets in the January-August 1954 period.

Figures of the Radio-Electronics-Television Mfrs. Assn. of Canada show that about two-thirds of the sets sold were in the 21-inch screen group. Regionally Ontario province accounted for 127,659 sets, Quebec province for 85,344 sets, four Atlantic coast provinces for 37,516 sets, and the four western Canadian provinces for 94,101 sets.

CKVR-TV Barrie, Ontario, Begins Regular Programming

CKVR-TV Barrie, Ont., began telecasting Sept. 28 with the World Series. The ch. 3, 14 kw outlet's normal daily schedule will be from 4:30 to 11:10 p.m. Saturday and Sunday sign-on time will be earlier because of telecasts of Canadian professional football games.

Officers of CKVR-TV include: Ralph T. Snelgrove, president-manager; Charles M. Tierney, sales and promotion manager; Claude Baikie, production manager; Jack Mattenley, chief engineer; Frank Fog, art director, and Bill Harrington, news editor.

W. Germany Licenses Stations

AS ONE of the consequences of regaining sovereignty the German Federal Republic (West Germany) has demanded and obtained the right to license all broadcasting stations within its territory, including such stations as Radio Free Europe. RFE formerly was operated on a license issued by the American Occupation Forces in Germany.

THIS is the plaque presented by U. S. Ambassador Winthrop Aldrich (l) on behalf of U. S. broadcasters, to the British Broadcasting Corp., and received for BBC by Sir Alexander Cadogan, chairman of the BBC board of governors [B•T, Oct. 3]. Text for the inscription was written by Edward R. Murrow, recording that it is placed in London's Broadcasting House by "those American radio reporters privileged to broadcast from Britain during her 'finest hour.'" Sol Taishoff, B•T editor-publisher on a special visit, took the plaque to England for the presentation.

BBC Color Experiments

BBC was slated to begin color tv experiments this month, but one spokesman said no estimate could be made as to when it would be ready for the public. "It might be an economic proposition in four or five years," he stated.

Meanwhile, a tv equipment manufacturer said a color set could be marketed immediately, but the price would be prohibitive and a new picture tube would cost £100 ($280).

The first public demonstration of color tv in London was given last week at the Amateur Television Convention.

450,000 See Dusseldorf Show; Quality of Programs Blasted

THIS year's Electronics Show in Dusseldorf, West Germany, was attended by 450,000 persons with most of the show centered around promotion of television, which is moving ahead at a very slow pace, though the greater part of the country is now covered by tv stations.

Manufacturers attending the Dusseldorf Show charged that the German tv net (comparable to the BBC) has not succeeded in turning out high quality programs. They underlined charges by a survey which showed only 13% of potential audience preferred present high-brow programming of (non-commercial) stations and 85% want straight entertainment which now plays a minor role in German tv programs.

Stations countered charges, claiming their own survey showed that 80 to 96% of sets are in operation every evening, depending on size of community where set is located.

Canadian Broadcasters Assn. To Meet in London, Ontario

PUBLIC SERVICE, junior broadcasting, sales, farm broadcasting and business sessions will feature the annual meeting of the Central Canada Broadcasters Assn. at the Hotel London, London, Ontario, Oct. 24-25.

CCBA President Howard C. Caine, manager of CKFH Toronto, will chair the annual meeting which includes an opening day golf tournament and tours of CFPL-TV London, local wineries and the city.

On Oct. 25 G. C. Hammond, general manager of Cockfield Brown & Co., Montreal, will talk on advertising agency operations and D. Whittaker, CHML Hamilton, and Lyman Potts, CKOC Hamilton, will direct a morning sales and program meeting.

A closed business session that afternoon will hear various reports on farm broadcasting, junior broadcasting, public service, and from the national level reports by Jack Davidson and Jim Allard, respectively president and executive vice-president of the Canadian Assn. of Radio & Television Broadcasters.

British Use 35mm Film

ACCORDING to standards adopted by the Television Program Contractors' Association, all films transmitted over the commercial stations in Britain will be on 35mm at 25 frames a second. TPCA announced that 16mm prints will be accepted only in cases of emergency and when 35mm prints are not available.

French-Language Stations Schedule Quebec Meeting

PROGRAMS will feature the second annual meeting of the French-language Canadian Radio & Television Broadcasters at Alpine Inn, Ste. Marguerite, Quebec, Oct. 16-19, under the chairmanship of David Gourd, CKRN Rouyn, Que. The French-language stations will discuss new program ideas, foreign language programming, public service programs, how to use announcers as salesmen, merchandising and publicity, sportscasts, and will be shown a film on "Why Radio Works." They will also discuss television programs, how agencies pick radio and television for clients, hear how the Bureau of Broadcast Measurement can assist, and learn about French-language programs in the United States. A Broadcast Music Inc. clinic will be held on the last day of the three-day convention.

Inter-American Stations Celebrate Broadcasting Day

GREETINGS were extended last week to the estimated 300 million radio and television listeners and viewers in the Western Hemisphere by the Inter-American Assn. of Broadcasters on the occasion of Broadcasting Day in America last Tuesday.

In a special message on behalf of the 3,400 privately-owned radio-tv stations in North, South and Central America, IAAB Director General Julio Menadier, Santiago, Chile, asked national broadcasters' associations to extend greetings from IAAB to listeners and viewers as part of their Broadcasting Day in America programs.

The Oct. 4 date commemorates the establishment of IAAB, Mr. Menadier said, a day "which is essentially and directly the day of freedom of expression, freedom of association and of culture, art and truthful information."

Four Join Film Exchange

FOUR new television stations have been added to the Canadian Television News Film Cooperative, bringing the total to eight stations exchanging news films. New stations are CJON-TV St. John's, Nfld.; CHSJ-TV St. John, N. B.; CKCO-TV Kitchener, Ont., and CKSO-TV Sudbury, Ont. Previous members are CFQC-TV Saskatoon, Sask.; CFPL-TV London, Ont.; CKCW-TV Moncton, N. B., and Canadian Broadcasting Corp., Toronto. Stations exchange local news film through a central bureau at Toronto, with Gunnar Rugheimer, CBC, as manager. Walter Blackburn, president of CFPL-TV London, is provisional chairman of organization, open to all Canadian tv stations.

Morocco Tv Plans Return

TELMA tv station in Morocco, which only recently terminated operations due to financial difficulties, will, according to Paris reports, be back on the air soon. Station reportedly has been acquired by Europe No. 1 group which operates commercial stations in Monte Carlo and the Saar.

France-Spain Tieup Planned

BEFORE the end of this year, the tv coaxial cable line between Madrid and Barcelona will be extended to the French border and be connected with the French tv network. French Tv Service plans to produce bi-lingual programs (French and Spanish) next year which will be piped to Madrid via the new cable.

At Minnesota Mining and Manufacturing Company (known as "3 M"), they say,

"He's America's No. 1 stick-up man!"

"Need a 'Scotch' brand tape for grafting trees? Wrapping a new automobile? Splicing a rug?

"We have 'em – and hundreds more," says "3 M" Executive Vice-President L. F. Weyand. "No wonder they call me the 'stick-up man.'

"But there's one kind of sticky tape you won't find around here, and that's *red* tape. When our dealers or customers ask for a shipment in a hurry, we take them at their word.

"We call Air Express – and the shipment is delivered in a matter of hours!

"We know we can depend on Air Express. We prove it hundreds of times a year. What's more, we *save money* by using Air Express. A 25 lb. shipment from St. Paul to Miami, for example, costs $13.65 door to door (one charge). That's 20¢ less than *any* other air carrier – and the service just can't be compared!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS *. . . division of* **RAILWAY EXPRESS AGENCY**

CKWX Building New Studios

CKWX Vancouver is building new ultra-modern radio studios and offices at Burrard and Burnaby Streets in downtown Vancouver which will have completely soundproof and vibrationproof studios. Offices and service departments will completely surround the studio block and are separated from it by a glass-roofed encircling corridor. Scheduled for May completion, the building will have 25 offices, five studios and three control rooms, with car parking in the basement for 23 cars, as well as space for workshops, cafeteria and staff lounges. An emergency tower and transmitter will allow continuous service in case of breakdown of main transmitter at Lulu Island, outside the city of Vancouver.

INTERNATIONAL SHORTS

CJCB-TV Sydney, N. S., has in operation a second light-source for its DuMont scanner, said to be the only one of its kind in Canada, and can preview eight video circuits before each goes on the air.

Radio Representatives Ltd., Toronto, has started a program survey of the radio and television stations it represents, and is mailing to advertisers and agencies in colorful folders up-to-date information on new local programs of the various stations.

CHSJ-TV St. John, N. B., has increased power to 100 kw video.

CKRS-TV Jonquiere, Que., on Nov. 15 joins the Canadian Broadcasting Corp. tv network as a non-connected station. CKRS-TV will use ch. 12 with 20 kw video and 10 kw audio power. Rates start at $160 an hour Class A time.

CKRC Winnipeg, offered prize of $1,000 and trophy for first swimmer to cross 18-mile wide Lake Winnipeg this fall. Prize was presented at a football game between the Winnipeg Blue Bombers and the Edmondton Eskimos.

Bureau of Broadcast Measurement, Toronto, is now in larger quarters at 96 Eglinton Ave. East, Toronto.

Dept. of Highways, province of Ontario, Toronto, has started weekly 10-minute recorded program on highway safety and highway planning, *Going Places With John Collingwood Reade* on 17 Ontario radio stations. Agency is McKim Adv. Ltd., Toronto.

CJMS Montreal and **CFRL** Smith Falls, Ont., have joined Canadian Assn. of Radio & Television Broadcasters, bringing total number of members to 131 radio and 18 tv stations.

New 1 kw broadcast station on 900 kc at St. Jerome, Que., licensed to Jean Lalonde, has ordered Canadian General Electric Co. transmitter to be built at Toronto. All studio and monitoring equipment also will be built by Canadian General Electric. Order was placed by Radio Laurentides Inc., corporate owners of new station.

CFRL Smith Falls, Ont., is new 250 w station on 1070 kc. Jack Pollie, formerly manager of CKGB Timmins, Ont., is president and general manager. Station has installed RCA transmitter and is represented by James L. Alexander Ltd., Toronto.

INTERNATIONAL PEOPLE

W. E. Todd, manager of CKOY Ottawa, to national sales representative of National Broadcast Sales, Toronto.

F. R. Halhed, representative of CBC International Service at Toronto, to assistant supervisor of outside broadcast and special events of CBC, Toronto.

Bill Inglis, formerly program producer of CBU Vancouver, B. C., and until recently on production staff of CBUT (TV) Vancouver, to assistant program director of CBUT.

H. F. Chevrier, research director of Canadian Broadcasting Corp., Toronto, to supervisor of sales promotion, CBC, covering both radio and television. Mr. Chevrier has been a director of the Bureau of Broadcast Measurement, Toronto.

Andrew N. McLellan, co-founder and editorial director of *Canadian Television & Motion Picture Review,* Toronto, has resigned from that publication. A former tv consultant at Toronto, he has no plans at present.

Helen Blois, timebuyer of Young & Rubicam Ltd., and formerly of Harold F. Stanfield Ltd., named timebuyer, Baker Adv. Agency, Toronto.

Dick Carson, Bill Hustler, CHCT-TV Calgary, Alta., and **Dave Penn,** CFAC Calgary, elected directors of the Ad & Sales Bureau of Calgary Chamber of Commerce.

Leonard J. Kennedy, radio-tv director of Locke, Johnson Co. Ltd., Toronto, appointed radio-tv director of Vickers & Benson Ltd., same city.

Jerry Tuttle, Morse International Adv. Agency, N. Y., to tv department, Harold F. Stanfield Limited, Montreal.

George Proctor named radio sales representative, S. W. Caldwell Ltd., Toronto, distribution organization for radio-tv equipment and shows.

POWERFUL, PROVEN FORMER NETWORK PROGRAMS NOW AVAILABLE LOCALLY IN CHICAGO! !

"MY LITTLE MARGIE"
10:00-10:30 A.M.
Monday thru Friday

"The STU ERWIN SHOW"
10:30-11:00 A.M.
Monday thru Friday

BOTH SHOWS AVAILABLE FOR PARTICIPATIONS OR FULL SPONSORSHIP AT LOW, LOCAL DAYTIME RATES!

NIGHTTIME AVAILABILITIES IN FIRST RUN WESTERNS STARRING GENE AUTRY-ROY ROGERS 7:00-8:00 P.M., MONDAY-WEDNESDAY-THURSDAY

Check Your WGN-TV Representative for Full Details

441 N. Michigan Avenue
Chicago 11, Illinois

WGN-TV
Chicago 9

NOW! the new Gray telop III

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL
CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

Telop III... interior view of automatic slide holder which accommodates 4" x 5" opaque slides...One lens . . . no registration problem . . . no keystoning.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the
Gray Audograph and PhonAudograph.

'HOW TO' TV PROGRAMS SAID BEST FOR KIDDIES

Illinois Parent-Teachers survey indicates it is best technique for educational tv. Besides demonstration programs, educators, civic groups and others think dramatizations and quiz shows can reach youngsters. Commercial tv found lacking in some categories, but many of its offerings ranked 'tops' for the young set.

DEMONSTRATION, dramatization and quiz approaches are among current tv presentation techniques favored by Illinois educators, civic groups and others for utilization in educational television, according to a statewide survey by the Illinois Congress of Parents and Teachers.

The findings were based on some 5,000 individual surveys on program interests—probably the largest mass effort of its kind in the country—conducted by ICPT's statewide educational television committee the past two years and released a fortnight ago. The polls included seven areas which have been allocated educational tv stations in Illinois.

They were expected to be of primary interest to outlets, either existing or forthcoming, in Carbondale, Champaign-Urbana, Chicago, De Kalb, Peoria, Rockford and Springfield.

In announcing its findings Sept. 13, the Illinois Congress urged they be shared nationally, with commercial as well as educational tv interests. The report was delivered by Mrs. Elizabeth Marshall, assistant radio-tv director, Chicago public schools.

Results indicated a "lack" of good children's programs "constructive, dramatic shows for 6-12 year-olds during the 'arsenic hour,' 5-6 p.m." and favored certain commercial tv programs in various age groups. The overall findings were mostly limited to general opinions and consensus instead of percentages.

Among "top" shows now on commercial tv, according to the consensus of those surveyed, were *Ding Dong School, Kukla, Fran & Ollie,* and *Winky Dink* (for very young children); *Mr. Wizard, Zoo Parade* and *Adventure* (for juniors of elementary age), and *Omnibus, Youth Takes a Stand,* and *Adventure* (for seniors in high school) and *Kraft Theatre, Omnibus* and *U. S. Steel Hour* (adults.).

As to types of tv programs found most suitable or acceptable for children's viewing, puppets, dramatizations-plays and good films ranked foremost. Educational outlets should provide programs on civics, news, adult education and safety, among other topics, according to the survey.

Lutheran Radio-Tv Plans Outlined at Conference

PLANS to use radio-tv on a larger scale to spread the Gospel were outlined at a two-day conference in St. Louis sponsored jointly by the public relations department of the Lutheran Church-Missouri Synod and the radio-tv extension department of KFUO Clayton, Mo.

Delegates from 25 districts of the church heard speakers call for more effective techniques, making use of radio, tv and other media, to preach the word of Christ. Several new programs recorded by the KFUO radio-tv extension department for pastor and congregational use on local stations were aired for the delegates.

Emerson Russell, general manager of KFUO, delivered a presentation on "Selling for the Lord." Rev. Prof. L. C. Wuerffel, dean of students, Concordia Seminary, St. Louis, was moderator for a discussion on "How Well Are We Reaching People?" During this session each representative summarized radio and tv activity in his area.

Rev. Norman Temme of Omaha, speaking on "Don't Sell Radio Short" pointed out that radio "is still one of the most effective ways of reaching people day in and day out."

The two-day meeting was chairmanned by Rev. Gilbert T. Otte of Detroit.

Indiana U. Radio-Tv Classes Will Hear Professional Men

BEGINNING students in radio and tv at Indiana U. will hear professionals in the field tell how its done, according to Elmer G. Sulzer, director of radio and tv.

One of the features during the semester will be a field trip to WISH-AM-TV Indianapolis Oct. 14. Guest speakers include James S. Miles and Robert McMahon, WBAA Lafayette; M. W. Fullington, WIRE Indianapolis; Azra C. Baker, WJCD Seymour; Joan Evans, WIBC Indianapolis; Don H. Martin, WSLM, Salem, and Robert W. Lemon, WTTV Bloomington, all Indiana; Ralph Hanson, WHAS-TV Louisville, Ky.; K. C. Strange, Indiana Office of Traffic Safety, and Ralph B. Roberts, A. L. Perkins and Douglas Brown, all of Bozell & Jacobs, Indianapolis, advertising agency.

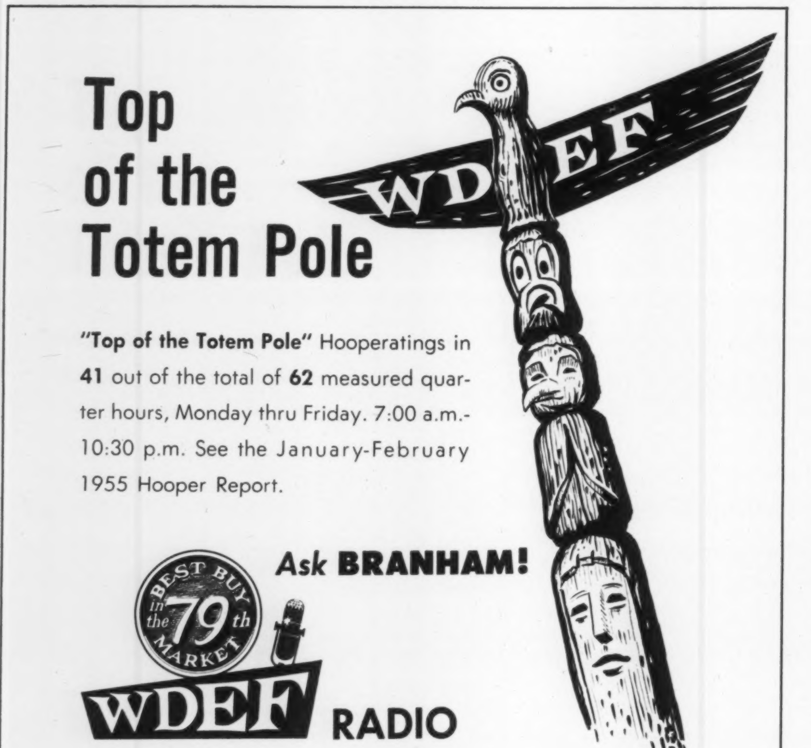
EDUCATION SHORTS

SRT Television Studios, N. Y., professional training school for television techniques, last week made RCA's new color camera chain (TK-41) available to its students, claiming to be the first school of its kind to instruct in the use of color tv. SRT is a division of the School of Radio Technique.

'**Your City School's Hour**' premiered Saturday on WNOX Knoxville, Tenn., from station's new 1,250-seat auditorium, largest radio studio of its kind in the nation, says WNOX. Program, aired from 10-11 a.m., presents students, parents, teachers and authorities in song, discussion and debate. Various high schools contribute bands, choruses, news reports and features for a cross-section view of the Knoxville school week. Program is being promoted in all school publications and mailings.

WPTZ (TV) Philadelphia introduced two educational features this weekend: *Progress,* presenting problems facing Pennsylvania and New Jersey schools, and *Art and the Artist,* artists at work. Cooperating to present *Progress* each Saturday at 12:30 p.m. are education associations of two states. Pennsylvania Academy of Fine Arts is collaborating on production of Sunday 12:30 p.m. feature *Art and the Artist,* with Jack Bookbinder, art expert, moderating.

Ralph Lowell, president of WGBH-FM-TV Boston, Mass. (Lowell Institute Cooperative Broadcasting Council), last week was elected board chairman of the Educational Television & Radio Center, Ann Arbor, Mich., succeeding **Dr. George D. Stoddard** of New York U.


WDEF
BEST BUY in the 79th MARKET

Top of the Totem Pole

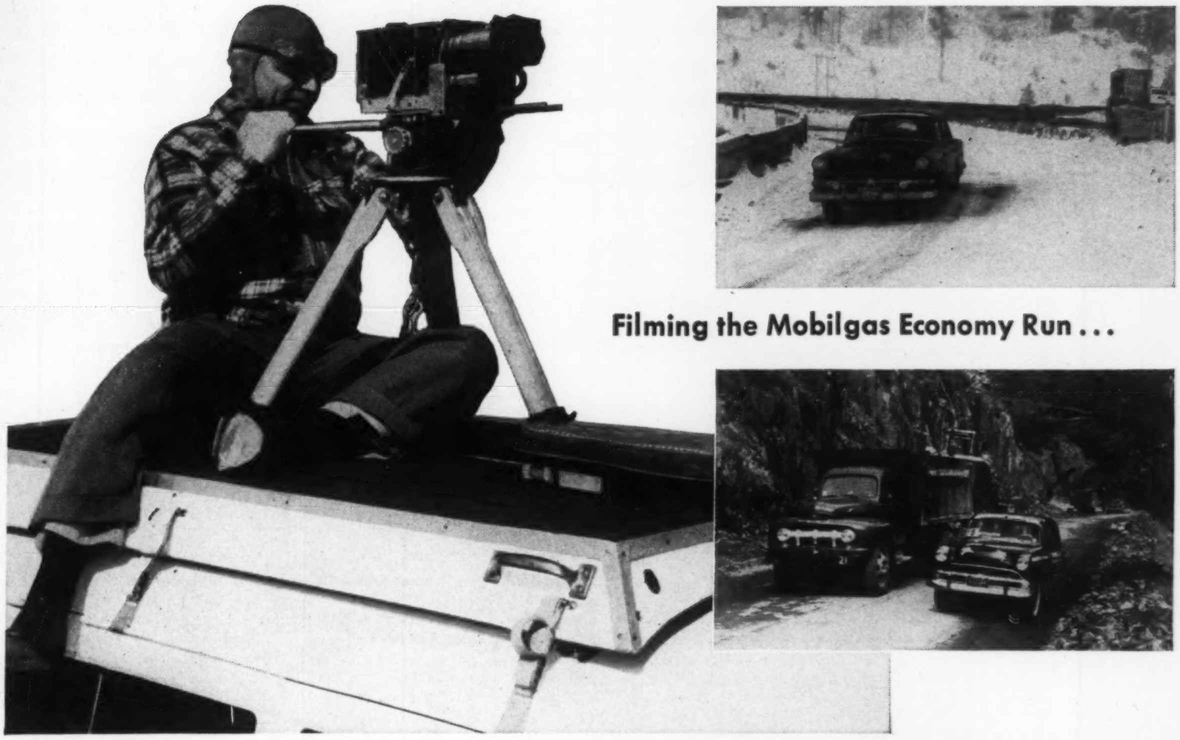
"**Top of the Totem Pole**" Hooperatings in **41** out of the total of **62** measured quarter hours, Monday thru Friday. 7:00 a.m.-10:30 p.m. See the January-February 1955 Hooper Report.

Ask **BRANHAM!**

WDEF RADIO

NBC AFFILIATE in CHATTANOOGA, TENN.

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager



Filming the Mobilgas Economy Run . . .

Camera crews play "automotive leapfrog" to cover every hill and thrill

A blizzard roared down on the tortuous California mountain road. Farther on in Nevada, the heat and desert dust were blinding. But still the Mobilgas Economy Run was accurately and brilliantly recorded on 16mm. movie film.

For the third year, Cate & McGlone, Hollywood producers, filmed this famous event for the makers of Mobilgas. To cover it fully, they assigned the various shots to five camera crews. Then speeding station wagons "leapfrogged" each other—with cameramen manning their Cine-Kodak Special Cameras.

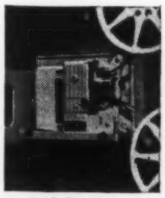
The Cine-Kodak Specials get much of the credit for the film's success. As T. W. Cate says, "We have found it to be the best camera for a job of this kind. It is rugged and versatile, and the extra magazines are insurance that we will always have film when needed."

For your local news

For your own news coverage, you also want a camera that will go into action fast . . . and *stay* in action. And for commercial filming, you want a camera with the high precision and versatility needed for uniformly excellent results.

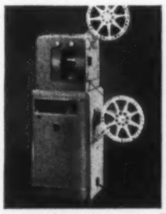
Whatever the job, the Cine-Kodak Special II Camera will film it superbly. It gives you everything you need for the widest variety of special cinematic effects. Fades, dissolves, mask shots, slow motion, and multiple exposures are just a few of the effects you can get through controls built into the basic camera. Famous Ektar Lenses assure clear, faithful pictures that telecast sharply.

To give extra sparkle and impact to your local news programs, equip your station with a Cine-Kodak Special II Camera. See your Kodak Audio-Visual Dealer for complete information, or just mail the coupon.



FOR YOUR OUTSIDE SELLING

A Kodascope Pageant Sound Projector is ideal for around-the-town preview work. Your prospective sponsors will appreciate its quiet operation; sharp, brilliant pictures; and clear, comfortable sound. Your salesmen will enjoy its convenient, single-case portability and its easy, dependable operation. And you will like its long, maintenance-free life, thanks to its exclusive *permanent* pre-lubrication. Six Pageant models to meet every 16mm. requirement.



FOR YOUR STUDIO PREVIEWING

Regular-projection counterpart of the superb Eastman Model 250 Television Projector, the Eastman 16mm. Projector, Model 25, has identical sound, optical, and mechanical components. *Lumenized* Ektar Lenses for sharp, brilliant pictures. Sealed-in-oil-bath movement, separate motors, and an exceptionally stable drive mechanism for ultra-smooth performance. Delivers sight and sound comparable to the finest 35mm. projector.

EASTMAN KODAK COMPANY 10-82
Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on: Cine-Kodak Special II Camera ☐ Kodascope Pageant Sound Projectors ☐ Eastman 16mm. Projector, Model 25 ☐

NAME__________
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COMPANY__________
STREET__________
CITY__________ (Zone)
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TRADE-MARK

Pick Your Package of Power Prudently! *

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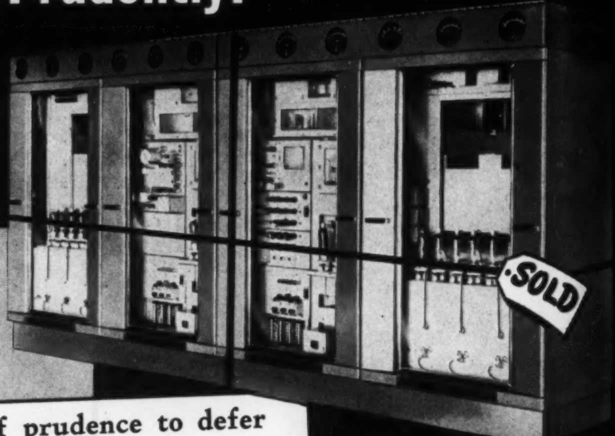

on ECONOMY and ADVANCED DESIGN FEATURES

> * "It would be the point of prudence to defer forming one's ultimate irrevocable decision so long as new data might be offered."
>
> — *George Washington*

ECONOMY PRICED AT $55,000 (F.O.B. Newark)

Now . . . a lower cost transmitter with design and construction features far superior to any other in its power class! Amazingly low price is made possible by use of a newly developed, high efficiency, three phase AmerTran transformer . . . by relocating the power supplies to the cabinets containing the cavities . . . and by the elimination of unnecessary arc-back indicator circuitry (because all rectifier tubes are visible from the front). Low investment makes the transmitter ideally suited for new stations . . . offers a practical way for established stations to replace outmoded equipment.

OUTSTANDING TUBE LIFE . . . MORE THAN 7,000 HOURS!

Field-proven Amperex AX9904R tubes have demonstrated lives in excess of 7,000 hours in the final amplifier stages of S-E high power transmitters. This domestically produced, air-cooled tube, has a silver plated radiator for better electrical contact. It costs only $210 . . . (about 3¢ an hour to operate). Also, with similar tube types used throughout the transmitter, investment in spares to meet FCC requirements is considerably reduced!

33% LESS FLOOR SPACE

You save on construction and modernization costs as a result of the diminished floor space requirements and lower floor strength demands. The new model uses an area of only 51 square feet; its overall length is 15.6 feet. Practical design resulted in a new low weight of 7,000 pounds for the transmitter. Installation is simplified because smaller S-E frames can be moved easily through normal 3 foot doorways, passageways and elevators. And, the transmitter is adaptable to any station layout, conforming to desired or existing walls and floor areas. Because each unit is self-contained, no external blowers, vaults, trenches or plumbing are needed.

ADVANCED DESIGN FEATURES

Modern cabinet design by Dreyfuss utilizes full length tempered glass doors, thereby making all tubes easily accessible and visible from the front *at all times.* Impressive in appearance, the equipment has built-in safety interlocks to insure electrical neutrality when not operating. And safety control circuitry to protect the transmitter from overloads and power transients. Simplicity of operation is provided by ganged tuning. The RF input to the amplifier is designed as two quarter wave, tuned coaxial lines operating in a grounded grid, cathode-input circuit, resulting in excellent isolation of the input and output circuits. Complete metering equipment and visual control system provide for a continuous check on every major circuit during operation.

INSTANT PATCHOVER PLUS "ADD-A-UNIT" FLEXIBILITY!

Patchover is an S-E exclusive development which is used to route a TV signal in order to by-pass an amplifier. Should an emergency arise, in 30 seconds (without loss of air time) the 500 watt driver can be patched over to the antenna and used for transmission at reduced power. This is possible because the resistive input impedence is the same for the final amplifier and the antenna. The "Add-A-Unit" feature provides easy boosting of power output to 25, 40, or 50 KW. This is accomplished simply by adding an S-E amplifier — without obsoleting or replacing existing equipment.

ADDED S-E FEATURES

Completely air cooled • Single ended coaxial circuits provide exceptional freedom from spurious oscillations and parasitics • Built in sync stretcher permits adjustment of sync-to-picture ratio of the signal • Peak output power 14 KW • Meets and exceeds all applicable FCC requirements for monochrome and color transmission • 208/230 V three phase operation requires no special wiring or transformers • Low power consumption of 30.2 KW at 90% p.f. at black level.

Complete specifications available on request.

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CBS SPOT SALES POST TO CAMPBELL

CBS Radio vice president takes charge of spot sales representative organization today. J. Kelly Smith will assume Mr. Campbell's former duties.

IN A MOVE attributed to "the continuing and increasing importance" of the spot sales operation to CBS Radio, Wendell B. Campbell, vice president in charge of station operations for the network, has been appointed vice president in charge of CBS Radio Spot Sales, effective today (Monday).

MR. CAMPBELL

In making the announcement, Arthur Hull Hayes, president of CBS Radio, said that Mr. Campbell's former duties will be assumed by J. Kelly Smith, administrative vice president of CBS Radio. Henry Flynn continues as general sales manager of CBS Radio Spot Sales.

Mr. Campbell has been with CBS since 1938, when he joined the network's sales staff in Chicago. He became western sales manager of CBS Radio Sales in May 1942, and was named sales manager of CBS-owned KMOX St. Louis in August 1942. He later became assistant general manager and in 1945 was promoted to general manager of KMOX.

In 1949, Mr. Campbell was appointed general manager of CBS Radio's WCCO Minneapolis-St. Paul. In 1950 he was named western sales manager in Chicago for CBS Radio and in 1951 was appointed general sales manager of CBS Radio Spot Sales. Two years later, Mr. Campbell was advanced to vice president in charge of station administration for the radio network.

Corbett, Male, Dawes Promoted by WCPO-AM-TV

PROMOTION of three members of the WCPO-AM-TV Cincinnati staff was announced last week by Mort Watters, vice president and general manager. Colin Male, tv personality, succeeds Earl Corbett as director of WCPO. Mr. Corbett becomes commercial program manager of WCPO-TV and Mr. Male will continue his television appearances.

Bill Dawes was named WCPO program director and continues the *Bill Dawes Show*, in addition to his new duties. Appointments became effective Oct. 1.

KRON-TV's Cameron Dies

GEORGE T. CAMERON, 82, editor and publisher of the *San Francisco Chronicle* (KRON-TV San Francisco), died last Monday (Oct. 3) following a heart attack.

In addition to his newspaper and radio-tv properties Mr. Cameron had other business interests which included cement, finance, steel, oil and mining.

Mr. Cameron is survived by his widow, Helen de Young Cameron, and a nephew, Charles de Young Thieriot, vice president-general manager of KRON-TV and assistant publisher of the *Chronicle*.

In addition to KRON-TV, the *Chronicle* owns 97⅓% of KBAK-AM-TV Bakersfield.

OFFICIALS of Esso Standard Oil Co. and Marschalk & Pratt Div. of McCann-Erickson Inc. discuss final details of Esso's contract for sponsorship of 23 weekly newscasts on WSM Nashville. The contract, which was effective last Monday, calls for newscasts Monday-Saturday for 52 weeks. L to r: Robert Jones, vice president, M&P Div. of McCann-Erickson and account executive on Esso; William Farlie, Esso assistant manager of advertising; Curt Peterson, M&P vice president; Wallace Rusher of Esso, and Tucker Scott, account executive, John Blair & Co., station representative.

New Tvs Take Air In Roanoke, Detroit

TWO tv stations, one commercial and one educational, began programming last week, both going on the air Monday.

In Detroit, ch. 56 WTVS (TV), licensed to the Detroit Educational Television Foundation, became the 17th educational tv station to go into operation.

WDBJ-TV Roanoke, Va., on ch. 7 and owned and operated by the Times World Corp., began commercial programming with a special inaugural show. Participating in the program were leading civic, religious and station officials. Included in the program were award presentations to the winners of a slogan contest conducted by the station.

Staff appointments announced by WDBJ-TV are: Harry Wiseman, formerly producer-director for WSLS-TV Roanoke, production manager; Ed Ewing, formerly with WLWT (TV) Cincinnati, producer-director; Carl Ruble, formerly with WTOP Washington, producer-director; Boone Boggs, WKNA-TV Charleston, W. Va., director of art and photography; Francis Ballard, continuity, and Betty Krebs, traffic.

WDBJ-TV is affiliated with CBS and represented by Free & Peters. M. W. Armistead III, president of Times World Corp. (*Roanoke Times* and *World News*), is president of WDBJ-TV.

KGHM Plans Nov. 1 Start

KGHM Brookfield, Mo., with completion of modern studios and offices, has announced plans to go on the air Nov. 1. The station, owned by the Green Hills Broadcasting Co., will operate on 1470 kc with 500 w and will be under the direction of Station Manager Herbert Noyes.

Green Hills Broadcasting is composed of William R. Tedrick, owner of KWRT Booneville, Mo., and partner in KBTO El Dorado, Kan.; Leslie P. Ware, owner of KLPW Union, Mo., and manager of KCKT-TV Great Bend, Kan., and Ira J. Williams, publisher of the *Brookfield News-Bulletin*.

KLAD Begins Broadcasting

KLAD Klamath Falls, Ore., went on the air Sept. 7 with 1 kw power emanating from a 328 ft. tower. Owners of the new station are Phillip D. Jackson, Clarence Wilson and Bill Hansen. The three also own KBOY Medford, Ore.

WLBK Plans Construction

WLBK De Kalb, Ill., plans to start construction shortly on its new studio-office-transmitter building and move its 200-ft tower to the new site, it has been announced by George C. Biggar, vice president and general manager of the station. Construction is expected to be completed by the first of the year.

Opening Night Holdover

WHEN WDBJ-TV, Roanoke's newest station, went on the air last week, everything ran according to schedule: From the time the opening ceremonies were telecast until the last film spun itself out, there were no technical or personnel complications. It was only after the station closed up for the night that staffers discovered that the outside doors to the Mountain Trust Bank Building were locked and there wasn't a key on the premises. The staff got out all right after one phone call and a 30-minute wait.

Series in Huntington

SHOPPERS and office workers in Huntington, W. Va., who ordinarily would be unable to see the World Series, had the series "brought to them"—in color—through the joint efforts of WSAZ-TV there, the Ohio Valley Bus Co. and major tv set distributors.

Ohio Valley busses equipped with big-screen color tv sets were parked at three convenient curbside locations with open invitations for Dodger rooters and Yankee fans to climb aboard and watch. Overflow crowds were directed to color set locations at WSAZ-TV and to tv retail stores conducting color set demonstrations.

Second Noe Station Turns Independent

CANCELLATION of the NBC affiliation for KNOE Monroe, La., effective Oct. 4 was announced last Wednesday by former Gov. James A. Noe, owner of the station. Stating that KNOE would be a fulltime independent station, Gov. Noe said, "It is no longer practical for a radio station to belong to a network." He contended that national radio networks were unable to keep up with changing times and that only independents with localized programming could meet the change of tv and other media.

Earlier this year Gov. Noe's other station, WNOE New Orleans, dropped its Mutual affiliation [B•T, March 21].

Robert Booth, Three Others Promoted at WTAG Worcester

ROBERT W. BOOTH, vice president-general manager of WTAG-AM-FM Worcester Mass., has been elected president of the stations, and Herbert L. Krueger has been elected vice president-general manager succeeding Mr. Booth. These were among the new appointments announced after a meeting of the board of directors of WTAG Inc., *Worcester Telegram* and *Evening Gazette*.

Also announced were the appointments of Gordon A. O'Brien as treasurer of the newspapers and the stations, and Howard M. Booth, publisher of the newspapers, as a vice president of WTAG.

Mr. Krueger is now serving his second term as director of District 1, NARTB. He also is chairman of the board, Assn. for Professional Broadcasting Education, and vice president, Massachusetts Broadcasters Assn.

KRAY Amarillo Goes on Air

KRAY Amarillo became the sixth radio station in that Texas panhandle city when it went on the air Sept. 15. The daytime independent will operate with 500 w on 1360 kc and is owned by Raymond D. Hollingsworth, who was with KGNC Amarillo from 1931 to 1946.

Others on the staff include Ralph Henry, program director; Allen Grant, disc jockey-announcer; Nick Reyes, disc jockey; Nita Krupp, continuity director, and Don Hodges, salesman-announcer.

Welk-KTLA Dispute May End

APPARENT end to the dispute between bandleader Lawrence Welk and KTLA (TV) Hollywood appeared last week as KABC-TV there announced it is airing locally Mr. Welk's Saturday night network show carried on 158 ABC-TV affiliates. KTLA cancelled Mr. Welk's Friday night local program over contract differences in August. KTLA held exclusive local rights, hence the Saturday program has been blacked out in the Los Angeles area. Mr. Welk filed suit against KTLA but it was learned last week the case may be settled out of court.

WSAI-FM Uses Own Shows

WSAI-FM Cincinnati, which returned to the air last month, yesterday (Sunday) launched a format of independent programming from WSAI. The station will broadcast a minimum of six hours daily with an unduplicated schedule, 90% of the station's air time.

KITE in Buenos Aires

DIRECT report from revolt-torn Buenos Aires was obtained by KITE San Antonio via tape-recorded telephone calls with U. S. Consul Charles Taliaferro. Mr. Taliaferro described the tank attack on the capital headquarters of the Peron forces and gave a report on the supposed whereabouts of Peron. The station, which aired the taped calls, also learned from Mr. Taliaferro the names and addresses of Texans in the Argentine capital, which also were broadcast. KITE says it knows of no other station which managed an on-the-spot voice report.

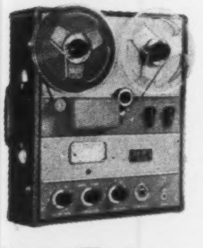
announcing

the new Ampex 610 and 612

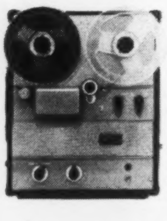
The best
now begins at $344

And both of these new Ampexes have all the extraordinary quality and reliability of the Ampex 600 Tape Recorder. They cost less because they are reproducers only. They eliminate chance for accidental erasure — hence are ideal for editing, copying, program auditioning, sales demonstrations and broadcast playback. The Ampex 610 plays half-track and full-track tapes. The 612 plays these and two-track stereophonic as well.

NOW YOU CAN BUY THIS MATCHING FAMILY OF THREE FOR THE PRICE OF THE PROFESSIONAL CONSOLE RECORDER



AMPEX 600 — The tape recorder that combines ultra fidelity, timing accuracy, reliability and portability. It has successfully brought the Ampex Standard of Excellence within reach of every broadcast station. Prices are $498 chassis for rack mounting or $545 in portable case.



AMPEX 610 or 612 — The new tape reproducers. Prices: 610 (half-track and full-track) $344 chassis only and $359.50 in portable case or contemporary furniture cabinet; 612 (half-track, full-track, and two-track stereophonic) $379.50 and $395 respectively in same mountings as above.

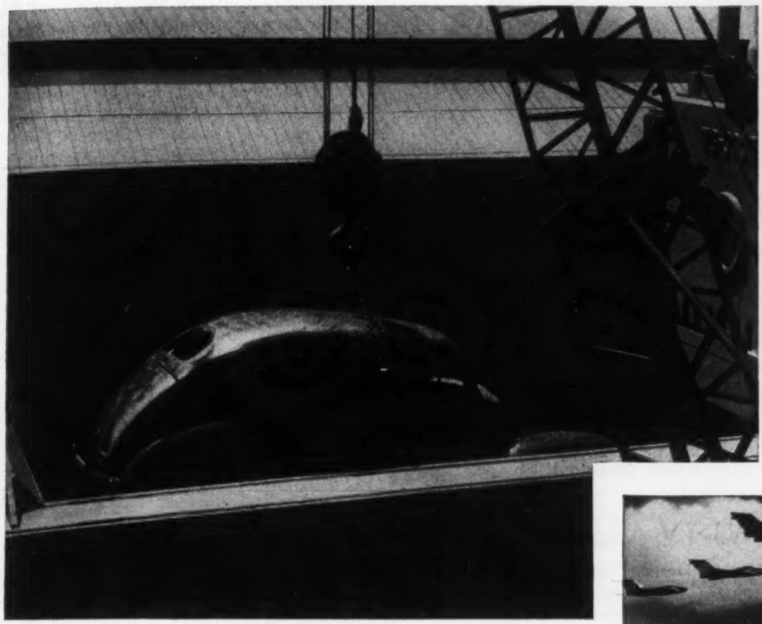
AMPEX 620 — The companion amplifier-speaker that matches in portability and quality. It demonstrates and sells station programs or spots (also can be a sensitive station monitor). Prices: $149.50 in portable case, or $169.50 in furniture cabinet.

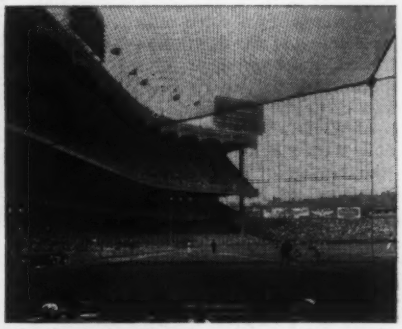
AMPEX
CORPORATION

For full specifications, write Dept. D-2294
SIGNATURE OF PERFECTION IN SOUND
934 CHARTER STREET, REDWOOD CITY, CALIFORNIA

Distribution in principal U. S. cities (listed in your classified directory under "Recording Equipment"); distributed in Canada by Canadian General Electric Company.

Only STEEL can do so many jobs so well





The Bambino Was Here. This is Yankee Stadium, home park of the late Babe Ruth, the "King of Swat." The patrons are protected from misthrows and foul balls by a USS Welded Wire Fabric Screen made from thin, strong wire that does not impair the view. USS Tiger Brand Wire Rope holds the fabric up.

It Goes In There. This junkyard baling press gobbles up two cars or one truck at a time, and squeezes them into a tight bale of scrap steel.

And Comes Out Here. The cars are now less than a cubic yard of steel scrap. It's the largest such press in the world, and uses 197 tons of USS Steel Plates.

TURBO-WASP ENGINE
WASP

They Pamper Jet Engines. Military aircraft engines are shipped and stored all over the world in USS Cor-Ten Steel containers. This steel is 50% stronger than ordinary steel, and it has 4 to 6 times the corrosion resistance. The containers are kept under pressure, and the air inside is dehydrated to prevent moisture and corrosion.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH

UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 5-2037

WNDU-TV Gets Permission For Three Notre Dame Games

U. OF NOTRE DAME has received permission from the National Collegiate Athletic Assn. to televise three of its games locally and exclusively over its own video outlet, WNDU-TV, it was reported by the station last week. Avco-Crosley and American Trust Co. will share sponsorship of the telecasts, according to Bernard C. Barth, vice president and general manager of WNDU-TV.

Schedule started Friday evening with coverage of the ND-U. of Miami clash at Miami and will include the Navy and Iowa U. games in South Bend Oct. 29 and Nov. 19, respectively. NCAA approval presumably was extended under "sellout" provisions of its 1955 football tv program.

KTLA (TV) Opens Second Live Audience Theatre

KTLA (TV) Los Angeles opened its second tv theatre in the station's new studios at 5800 Sunset Boulevard last fortnight with a special telecast of Larry Finley and *Strictly Informal.* The two tv theatres have a combined seating capacity of 500 and both have 2,500 sq. ft. stages, allowing interchanging of sets.

The new studio is completely equipped with the latest telecasting and lighting facilities for both black-and-white and full color. With the completion of the Sunset Studios, KTLA will give up its lease on the Melvan Theatre, which has been used the past five years for large audience live shows.

BRIG. GEN. David Sarnoff, RCA-NBC board chairman, receives an honorary Doctor of Science degree at special convocation at the U. of Notre Dame marking the dedication of the university's WNDU-TV [B•T, Oct. 3]. Making the presentation are Rev. Theodore H. Hesburgh, C.S.C. (l), Notre Dame president, and Rev. Edmund P. Joyce, C.S.C., university executive vice president.

WWJ-TV Adds Local Color

WWJ-TV Detroit became the first Michigan station to telecast local color when new slidefilms and motion picture colorcasting equipment were put into use yesterday (Sunday). Over four hours of tinted video were aired to celebrate the station's color debut.

WSAC Sets Target Date, Announces Executives

WSAC Ft. Knox, Ky., has set Nov. 1 as target date for the 1 kw outlet designed to serve primarily the Armored Center at Ft. Knox. The station is owned by the Ft. Knox Broadcasting Co., which announced officers at the same time.

They are: B. E. Cowan, president; Gerald W. Howard, vice president; William J. Harris Jr., general manager; Clement Cockrel, program director; J. R. Cowan, commercial manager, and Eugene Hornback, chief engineer.

KNX-CPRN Sales Dept. Promotes Ross, Wilkins

DONALD M. ROSS, national sales manager of KNX Los Angeles and the Columbia Pacific Radio Network, has been named general sales manager for KNX-CPRN, it was announced last week by Bert S. West, who takes over as KNX-CPRN general manager today (Monday). Mr. West, who has been general sales manager, moves into the position occupied by William D. Shaw, who becomes CBS Radio national sales manager today [B•T, Oct. 3].

MR. ROSS

Fulton Wilkins, KNX-CPRN account executive, becomes assistant general sales manager, effective today (Monday).

Mr. Ross first joined KNX as merchandising director for the "Housewives Protective League" in January 1952, leaving Procter & Gamble in Los Angeles where he had been a salesman. He became a KNX-CPRN account executive in January 1953, and in May 1954, moved to San Francisco to the CBS Radio Spot Sales office there. In May this year he was named national sales manager of KNX.

Mr. Wilkins joined the production department of CBS Television in Hollywood in 1951. He left there to become an account executive in the sales department of KOOL Phoenix. In 1953 Mr. Wilkins returned to Hollywood, joining the sales department of KNX-CPRN as sales representative.

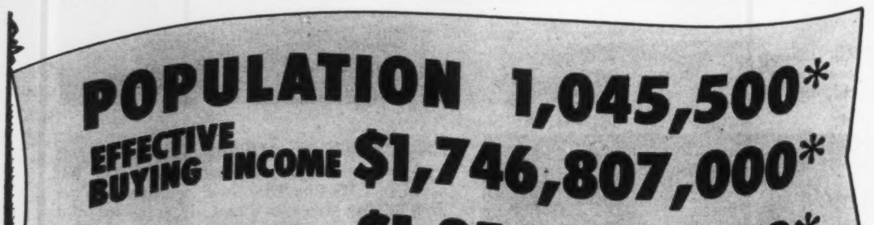
Salesmen Join Avery-Knodel

ADDITION of Albert M. Fiala Jr. and Francis (Pete) McGowan to the New York sales staff of Avery-Knodel Inc., station representatives, has been announced by Lewis H. Avery, president.

Mr. Fiala, assigned to the radio sales staff, has served most recently as an account executive for WGTH Hartford. Mr. McGowan, who joins Avery-Knodel's tv sales staff, formerly was an account executive with KWTV (TV) Oklahoma City.

New Quarters for Meeker

MEEKER TV Inc. and Robert Meeker Assoc., station representatives, have moved their New York office into new quarters atop the 521 Fifth Ave. Bldg. The firm, now in its 10th year, has leased the entire 37th floor of the building, more than doubling the physical plant and "thus providing," in words of company officials, "the best possible service to the Meeker stations and advertising agencies." The company formerly occupied smaller quarters in the same building.



POPULATION 1,045,500*
EFFECTIVE BUYING INCOME $1,746,807,000*
RETAIL SALES $1,356,490,000*

*Sales Management Estimates for Jan. 1, 1955 . . . TOTALS of 4 Counties: DADE (Miami) — BROWARD (Ft. Lauderdale) —MONROE (Key West) — PALM BEACH (Palm Beach)

"A tremendous year 'round market" . . . "fantastic growth" . . . describes WIOD'S 4 County Market. It's important to get in this market NOW . . . and STAY IN!

And for the lowest cost per thousand buy in Miami . . . talk to your Hollingbery man.

WIOD
Established January 18, 1926
MIAMI, FLORIDA

James M. LeGate, *General Manager*
5,000 WATTS · 610 KC · NBC Affiliate
National Rep., George P. Hollingbery Co.

Fahey Flynn asks:

HOW CAN BUSINESSMEN HELP BUILD BETTER FUTURE CITIZENS?

FAHEY FLYNN, well-known radio and television newscaster, WBBM, WBBM-TV, CBS, Chicago

LEE BAUER,
Standard Oil Agent,
Stonington, Illinois:

"Out in the farming area, businessmen think mighty highly of such activities as 4-H and Future Farmers of America. They help these programs in any way they can because both organizations train young people to be better farmers and better citizens. My son is active in 4-H work and I have helped in the 4-H Tractor Program since it was started. The youngsters learn by doing and get a good start toward success."

H. P. DENDEL,
Sales Manager, Consumer;
Standard Oil Company,
Indianapolis, Indiana:

"The best way to help young people get a good start toward success is through organizations where you can reach the greatest number of people at one time. Junior Achievement, 4-H and Future Farmers of America are three outstanding examples of organizations helping large numbers of young people. Many of us at Standard Oil take part in these important activities."

OLIVER C. FISCHER,
Standard Oil Voucher Clerk,
St. Louis, Missouri

"Businessmen can give young people the benefit of their experience through organizations like Junior Achievement. Boys and girls from 15 to 21 form their own companies, issue stock, pay rent, and manufacture and sell a useful product. Men and women in business are their advisers. I have been a Junior Achievement adviser for more than four years and have seen many young people get successful starts in life."

E. L. MILLER,
Division Automotive Engineer,
Standard Oil, Billings, Montana:

"Efficient farming methods help to keep food prices down, so you can see how important it is to teach young people the best farming methods and the latest developments in agriculture. And, of course, this training also helps them toward success. That's why programs sponsored by 4-H and Future Farmers of America receive the support and active aid of businessmen out here. My company and I have been actively interested in both programs for many years."

Thousands of Standard Oil employees voluntarily serve their communities in many important fields of youth activity. And the Standard Oil Company itself, through the Standard Oil Foundation, gives financial support to such character-building organizations as Junior Achievement, 4-H Clubs, and Future Farmers of America. These organizations help to train young people for successful careers on the farm or in the city. The Standard Oil Foundation also allocates funds to the state associations of independent colleges in 14 Midwest states and to certain universities. It has established scholarships and graduate fellowships. Among the Foundation's many other beneficiaries are such organizations as the National Fund for Medical Education, Community Funds, and the United Negro College Fund.

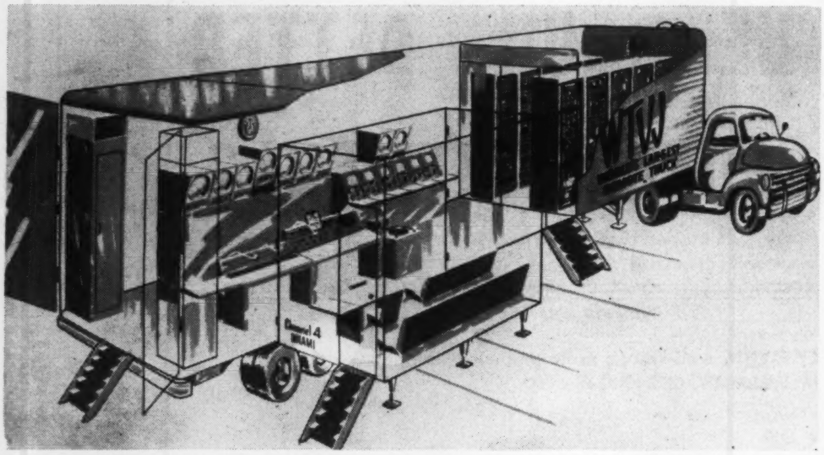
STANDARD OIL COMPANY (INDIANA)

WTVJ (TV) Builds a New Remote Unit

WTVJ (TV) Miami will put a new 34 ft. remote truck into operation within the next 30 days, according to Lee Ruwitch, executive vice president and general manager.

With the new unit, WTVJ hopes to secure more network originations. First use is planned for the Pabst-Mennen sponsored fight Oct. 26. "We are confident that this equipment will convince many network producers and advertisers that south Florida is ready to originate any and all types of network programs," Mr. Ruwitch said in announcing the new unit.

The remote equipment will be housed in a Hunt aluminum trailer built especially for WTVJ. It will house relay racks and equipment needed to handle nine remote cameras. A unique feature is an expanding side whereby sliding doors can be converted into an extra room.



CUT-AWAY drawing of WTVJ (TV)'s new 34 ft. remote unit with which it plans to originate a series of network programs.

WNHC-TV Revises Schedule To Create Statewide Appeal

AN OVERHAULING of the local program schedule of WNHC-TV New Haven, effective Oct. 3, has been announced by Aldo Dedominicis, general manager. The change involves "a new local concept," according to Mr. Dedominicis, with a diversification of shows with "statewide appeal."

Mr. Dedominicis reported that the New York firm of Andre Luotto Productions Inc. has established a Connecticut branch and has been engaged by WNHC-TV to produce several local programs. James W. Evans, formerly promotion chief of WNHC-AM-TV, has resigned and will manage the new production branch offices.

In line with the emphasis on local programming, Edward C. Obrist, WNHC-TV manager, announced that additional space has been acquired at the Chapel St. studio. The area is equipped with ultra modern lighting and set storage facilities and will be connected to the main studios by sound-proof doors.

KDKA Revives Civil War

A PUBLICITY STUNT by Col. Beauregard J. (for julep) Cornpone of KDKA Pittsburgh turned into a civic issue.

Miffed at Pittsburgh's "Yankee" attitude, Col. Cornpone (a character of Cordic & Co.'s KDKA morning show) called up the Confederate Navy to invade the city, and spent four days in his flagship waiting for the fleet to show. The colonel was never alone during the wait, as thousands of people gathered to watch.

The climax came when Col. Cornpone was "kidnapped" by the Coast Guard Reserve as air support was provided by the 112th Fighter-Bomber Wing of the Pennsylvania Air National Guard. Also on hand with howitzers was the 107th Field Artillery.

Disc Jockeys Invited To Nashville Festival

WSM Nashville is sending out 2,400 invitations to disc jockeys throughout the U. S. and Canada in preparation for the Fifth Annual National Disc Jockey Festival, Nov. 11-12. It was originated in 1952 by WSM to celebrate the anniversary of the station's *Grand Ole Opry*.

Feature of the festival will be awards to the outstanding country artists and song writers in three different polls. Over 900 attended last years get-together.

STATION SHORTS

WMMR Minneapolis, U. of Minnesota station, reports ABC Radio's Paul Harvey newscast became first network program to be carried by the campus station Sept. 30. James W. Ramsburg, WMMR manager, claimed it is "the first campus station in the United States to carry any network program."

WJOB-AM-FM Hammond, Ind., announces completion of new studios. Station also operates auxiliary studios in Chicago, Chicago Heights, Park Forest, all Ill., and Gary, Ind.

KONA (TV) Honolulu has installed new RCA vidicon chain as first step in $150,000 expansion program. Equipment installations are part of projected changeover from ch. 11 to ch. 2, due this month, with double present power.

REPRESENTATIVE PEOPLE

Robert F. Davis, assistant research manager, CBS Television Spot Sales, appointed director of research. Mr. Davis was in charge of radio, research and promotion at Headley-Reed Co. before joining CBS Television Spot Sales last year.

Edward Gardner, tv salesman, Headley-Reed Co., Chicago, radio-tv station representative, for past four years, to NBC Radio Spot Sales. Previously he was with Ruthrauff & Ryan.

STATION PEOPLE

Charles G. Cartony, KIMA Yakima, appointed sales manager. He has been on station's sales staff 14 months and in advertising sales since 1929.

Curtis D. Peck, NBC o&o engineering executive, to WTAM-WNBK (TV) Cleveland, Ohio, as director of operations.

James K. Stock, assistant manager, WLSH Lansford, Pa., appointed manager of WPAM Pottsville, Pa. Both are Miners Bcstg. Service stations. Mr. Stock, formerly program director at WHLM Bloomsburg, Pa., succeeds **Louis H. Murray** at WPAM.

Carl Kent, KVAR Mesa, Ariz., to KTVK Phoenix as program director. Known as a radio and television personality, Mr. Kent achieved pre-tv recognition with radio broadcasts of annual Easter sunrise services from rim of Arizona's Grand Canyon.

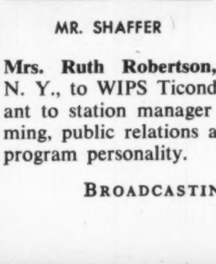
Bob Rierson, WBTW (TV) Florence, S. C., program director, to WBTV (TV) Charlotte, N. C., as production director, succeeding **Sam Zurich,** who has joined N. W. Ayer & Son, N. Y., advertising agency. Both stations are owned by Jefferson Standard Bcstg. Co.

MR. RIERSON

Elzey M. Roberts Jr., president of KXOK St. Louis, elected president of Advertising Club of St. Louis.

Barnett F. Goldberg, technical supervisor, WIS-TV Columbia, S. C., named chief engineer, succeeding **Herbert G. Eidson,** who joined Western Electric Co. last spring.

Mike Shaffer, promotion director, WGLV (TV) Easton, Pa., to WDBJ-TV Roanoke, Va., in same capacity. WDBJ-TV began commercial operation last Monday (Oct. 3).



MR. SHAFFER

Sherman H. Egan, WNBF-AM-TV Binghamton transmitter supervisor in charge of tower operations, appointed acting chief engineer.

Mrs. Ruth Robertson, WENT Gloversville, N. Y., to WIPS Ticonderoga, N. Y., as assistant to station manager in charge of programming, public relations and traffic and woman's program personality.

"And I thought we were...safe at home!"

"It was my twelve-year-old Jimmy who told me 3 out of every 4 building fires occur in the home. I asked him where he'd heard that. Then he told me about the talk Mr. Walsh had given at a school assembly—about clearing trash out of cellars, being careful about electric wiring, watching out for scores of things that might cause fires.

"I called Mr. Walsh—that's Tom Walsh, our insurance agent. He said Capital Stock company agents are doing this regularly. It's part of their companies' fire prevention education program—to cut down fire damage and save some of the 11,000 lives lost every year in fires. Then I realized he was selling another good insurance policy—that the best way to stop fires is to make every week fire prevention week."

★

In other ways, too, Capital Stock fire insurance protection goes beyond your policy to bring you public services like inspection of municipal fire-fighting facilities and arson detection.

Your Capital Stock company agent is one of 200,000 men in business for themselves. His business is your protection. He is at your call every minute, day or night. Because he lives in your community he knows your problems and can advise you on all kinds of property insurance. He's as close to you as your phone so check with him regularly.

Look for the symbol printed below. Only an independent Capital Stock company agent or broker may display it.

CAPITAL STOCK • Standard protection • COMPANY INSURANCE

NATIONAL BOARD OF FIRE UNDERWRITERS

A Service Organization Maintained by
224 Capital Stock Fire Insurance Companies

85 John Street, New York 38, New York
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Calif.

Britt Moore, KTSA San Antonio, appointed promotion and publicity director. **Les Miller,** KTSA staff announcer, promoted to chief announcer. **John Harrison,** WFAA Dallas, to KTSA as staff announcer.

Shirl Evans, 15-year veteran in radio, to WFBM Indianapolis sales staff. Mr. Evans has been selling radio in that area since 1949 and has been program manager of several Indiana and Illinois radio outlets.

Bee Wilson, WHEN Syracuse, N. Y., assistant promotion manager, to Syracuse University News Bureau.

Jean Campbell to WJAN Spartanburg, S. C., as head of copy department, replacing **Bess Ginsberg,** resigned.

Robert M. Synes to WRCA New York's *Tex and Jinx Show* as staff writer-reporter.

Charlotte Gesey, KSAN-TV San Francisco, to KSFO sales staff, same city. In addition to selling, Miss Gesey has done copywriting, promotion and newspaper writing in the Midwest.

MISS GESEY

Ben Whitehurst, journalist - lecturer, author of *Dear Mr. President,* is now heard daily on WGAY Silver Spring, Md., sponsored by Perpetual Building Assn.

Perry Walders has rejoined WTTG (TV) Washington, D. C., sales staff as account executive, after tours with Ziv Radio Productions and WPIK Alexandria, Va. **Millicent Waldron** recently made her debut as "Weather Girl" on WTTG (Mon.-Fri., 7:10 p.m.). **Coral Long,** appointed WTTG sales service supervisor.

Monta-gue, Negro disc jockey, signed by WAAF Chicago to replace late Freddie Williams.

Arlene Stern, Boston radio personality, to WOL Washington as commentator on Tuesday and Thursday (9:45 a.m.) *One Woman's Opinion* program.

June Marlowe, conductor of *Your Neighbor* radio show on WMAQ Chicago, signed to do similar series on WIND Chicago, Mon.-Fri., 7:15-30 p.m., as station's first female disc jockey.

Richard P. Levy, CBS-TV news department, to WCAU-TV Philadelphia sales department.

Lillian Burchett and her *Puritan Kitchen* program move from WNAC-Yankee Network Boston to WBMS there.

Robert A. Fillmore has joined KYW Philadelphia as promotion manager.

Harold Harris, formerly news director, WJOB Hammond, Ind., appointed news director at WNDU-AM-TV South Bend, U. of Notre Dame stations.

Mike Norton appointed news and sports director, WHIL Medford, Mass.

PAUL E. MILLS (l), general manager of WBZ-WBZA Boston-Springfield, holds a 12-pound salmon caught during a recent Maine vacation, while Tom Dunn, WBZ salesman, displays his sand shark.

Connie B. Gay, country music disc jockey and impresario, is retiring from WARL Arlington, Va., to give full time to country music show production.

Rod Kinder, formerly with Johnny Long orchestra and WNAR Norristown, Pa., to WIST Charlotte, N. C., as air personality.

Alton L. Brown, recent SRT Television Studios graduate and formerly staff announcer with WWIT Canton, N. C., to WOR New York traffic department.

William Agee, KEAR San Francisco announcer-personality for seven years, resigned to open record store in Los Altos, San Francisco suburb.

Petie Houle, KLAC Los Angeles traffic department, appointed sales service representative for that station.

Brother Bill Bennett, WAND Canton, Ohio, to WTIX New Orleans as singing disc jockey. **Jim Russell,** WAND promotional manager and sports director, also to New Orleans as Mr. Bennett's personal manager.

Roald H. Anderson, KRKO Everett, Wash., newscaster, to KVOS-TV Bellingham, Wash., announcing and production staff.

Bob E. Lloyd, disc jockey, to WGTH Hartford, Conn., for morning and afternoon three-hour shows.

Russ Naughton, WDRC Hartford, Conn., chief announcer, resigned to accept executive position with New England Laundry, Hartford.

George M. Burbach, KSD-AM-TV St. Louis general manager, was one of six St. Louis residents made honorary life members of Municipal Theater Assn's. board of directors.

Gil Martyn, KTLA (TV) Hollywood news director, returns today from Washington, D. C., where he attended a White House meeting of radio-tv correspondents in connection with Republican convention coverage in San Francisco August 1956.

FINANCING

KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicly offered securities in the past ten years.
- Has negotiated private financings in excess of $680,000,000 in the past five years.

—We Invite You to Call Upon Our Experience.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are impulse noises causing spots which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which mean the same to Bell System technicians in television operating centers along the line.

They continually check their monitors and oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW

Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) Showing the Ownership, Management, and Circulation of Broadcasting • Telecasting, published weekly at Washington, D. C., for October 3, 1955.

1. The names and addresses of the publisher, editor, managing editor, and general manager are:

Publisher and Editor—Sol Taishoff, Washington, D. C.
Managing Editor—Edwin H. James, Washington, D. C.
General Manager—Maurice H. Long, Chevy Chase, Md.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm its name and address, as well as that of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting ; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 17,195.

Maurice H. Long
Vice President and General Manager

Sworn to and subscribed before me this 5th day of October, 1955.

Mary Jo Freehill
Notary Public

(Seal)

(My commission expires April 14, 1960)

. . . *about paid circulation*

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

Broadcasting • Telecasting for the past 12 months averaged a paid weekly circulation of 17,195 (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-tv publication field. In fact, B•T distributes more paid circulation in 4 months than the combined annual paid of all other vertical magazines in its field.

That's why the intelligent advertiser always chooses B•T as his basic promotional medium in the radio-tv trade field. He knows paid circulation is a true reflection of the publication's value.

STATIONS

O. T. (Tony) Gaston, WKZO-AM-TV Kalamazoo, Mich., appointed to National Rules Committee of All American Soap Box Derby as first radio-tv representative ever named to group. He met with committee recently to plan 1956 Derby, to be jointly sponsored locally again by WKZO-AM-TV, DeNooyer Chevrolet and Optimist Club.

Joseph T. Connolly, WCAU Philadelphia radio programming vice president, will cover 3,162 miles for speech engagements within four weeks. Mr. Connolly represented station at Louisville, Ky., meeting of Clear Channel Broadcasters recently; Oct. 13 he will address NARTB Roanoke, Va., meeting in his capacity of Pennsylvania Broadcasters' Assn. president and BMI clinic at Alpine Village, Canada., Oct. 19.

George G. Steele Jr., WCAU-TV assistant director, won golf championship of Philadelphia tv industry at third annual *Tv Guide* tournament last month.

Phil Alampi, WRCA-AM-TV New York farm and garden director, elected president of Farm Club of New York succeeding **Glenn E. Rogers,** vice president of Metropolitan Life Insurance Co.

Paul Liggett, WHBF Rock Island, Ill., news editor, named president Rock Island County Young Republicans Club.

James Patrick O'Leary, KBIG Catalina, Calif., disc jockey, to be married to Kathleen Dale of Oakland Oct. 17.

William Youry, WBZ-TV Boston sales service supervisor, married to Jean Forbes, Summit, N. J.

John T. Curry Jr., WEEI Boston, married to Marie Coudert of Greenwich, Conn.

W. Gordon Swan, program manager, WBZ-TV Boston, made an honorary fire chief by the Boston Fire Dept.

PERSONNEL RELATIONS

AFTRA, SAG TIFF ON ELECTRONICAM

AFTRA says it should represent talent on Electronicam programs; SAG holds contract for such performers.

JURISDICTIONAL battle between two talent unions loomed last week when the American Federation of Television & Radio Artists served notice on the television industry that talent engaged on Electronicam programs should be represented by AFTRA. Currently, the Screen Actors Guild holds a contract for talent on Electronicam shows.

In a letter to all signatories of the AFTRA code, Alex McKee, acting national executive secretary, said the code covers all programs produced "by kinescope or similar device done in the manner of live broadcasts." He added that producers of certain programs were not complying with the code, and said he referred specifically to shows which are being produced by the Electronicam live-tv film camera system.

"We are taking this means of notifying you, and the broadcasting industry, that we intend fully and completely to enforce our contractual rights in all such cases, as well as our exclusive right to represent the talent engaged for such programs," Mr. McKee continued. "In scheduling any future programs for production with the so-called Electronicam, you must make certain that you comply with all applicable provisions of the AFTRA code and AFTRA's exclusive right to represent all talent engaged for these programs."

Electronicam is owned by the Allen B. DuMont Labs, which rents it to television producers. The system claims to give the effect of "live action on film."

A spokesman for the Screen Actors Guild voiced "surprise" that the federation had taken such an action. He pointed out that AFTRA had granted written approval last May for SAG jurisdiction of actors hired for Electronicam programs, and SAG signed a contract at that time.

Mr. McKee later said that AFTRA altered its stand because the system had been changed. He claimed that the Electronicam system demonstrated for AFTRA executives earlier this year was not precisely the same as the one in operation now.

Ted Bergmann, managing director of DuMont's broadcasting division, contended that production procedures have not varied since the time AFTRA agreed to SAG jurisdiction over Electronicam actors. He added that only an improved camera has been put into use since that time.

"It is possible," Mr. Bergmann said, "that the tremendously enthusiastic response which has greeted the Electronicam from advertisers, producers, and talent has prompted AFTRA to take action against Electronicam.

"However, it is unthinkable that a responsible organization would repudiate its written word. I am sure that upon sober reflection, the AFTRA representatives will see fit to stand behind their commitments."

AFM STOPS TV USE OF 45 FILMS

IN an unusual and unexplained move, the American Federation of Musicians has refused to grant tv broadcasting rights to the music tracks of 35 Paramount features and 10 Universal-International features to Associated Artists Productions, New York.

An announcement by Elliot Hyman, president of Associated Artists, last week revealed the AFM's decision, but no explanation was forthcoming from either AAP or the union. It is believed that AFM had attempted to exact payment far above the standard 5% of the gross that distributors normally contribute to the musician's trust fund.

Whether this latest move by AFM has industry-wide implications was a moot question. Several film distributors questioned by B•T feared that the musicians' union may be setting up "a trial balloon" to gauge sentiment of distributors toward an increased contribution to the fund. One AFM spokesman told B•T there would be "no comment" on the AAP development but added that in his opinion other distributors were not involved in the action.

AAP has withdrawn the films from distribution and has worked out an arrangement with stations which had bought them as part of a film package.

NBC PLANS TO INJECT 'PEP' INTO SMALL MARKET TV'S

In scheme designed to build network business for small-market stations, the network on Nov. 1 will launch its Program Extension Plan (PEP), making a group of small-market tv's available to advertisers under a dividend formula.

OUTLINE of plans designed to build network business for small-market television stations, with NBC picking up part of the tab, and to expand the amount of programming available to them, sustaining as well as commercial, will be launched by NBC on Nov. 1.

As described by Executive Vice President Robert W. Sarnoff and other NBC officials last Thursday, the plans provide for:

- A Program Extension Plan (PEP) group of stations, 44 at the outset, which are available to advertisers under a dividend formula which reduces their cost to the sponsor without reducing the stations' rates.
- A new requirement that advertisers using prime evening time must buy a lineup of at least 100 stations, unless they make their programs available (without commercals) to unordered stations under NBC's existing Program Service Plan.
- Addition of six more major network programs to the Program Service Plan, bringing the total volume of NBC programming available to unordered stations to an average of about 35 hours a week. Some of these programs may be carried by the unordered stations only on a sustaining basis; on others, local sales are permitted.
- Supplying kinescope prints of certain sponsored shows to unordered non-interconnected programs after these prints have completed their commercial plays.

Describing these plans at a news luncheon, Mr. Sarnoff said they were meant to "make television more effective as a national service by making more of the outstanding network programs available to stations which otherwise wouldn't get them—and to people who otherwise couldn't view them."

NBC officials made plain that the PEP plan differs from CBS-TV's Extended Market Plan, which also is calculated to encourage advertisers to use small-market stations. Without mentioning EMP, which establishes lower rates for participating stations, Mr. Sarnoff stressed that a "key point" in PEP is that PEP stations' rates are not lowered.

PEP works this way:

It is composed of tv affiliates which network advertisers ordinarily do not order. To encourage greater advertiser use of them, PEP sets up a "dividend" formula under which a sponsor ordering a certain number (in terms of card rate) will get additional stations without charge. NBC pays the "dividend" stations normal network compensation based on their existing network rates.

For instance: The aggregate evening hour rate of all 44 stations in PEP is $6,325. If an advertiser orders PEP stations whose evening rates total $3,000, he can include in his lineup, without cost to him, additional stations of equal value. These additional stations are paid by NBC. The schedule of qualifying purchases and "dividends" was shown as follows:

Total Evening Hour Rates of PEP Stations Ordered	Dividend Earned (Value of Additional Stations as Percent of Purchase)
$1,500 - $2,249	50%
$2,250 - $2,999	75%
$3,000 and over	100%

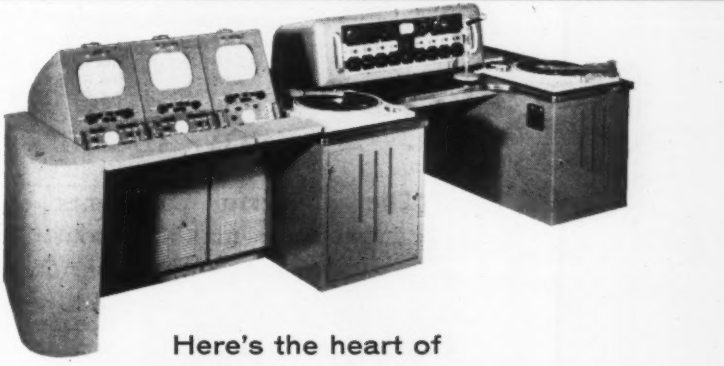
The 44 stations tapped for PEP membership have all accepted (four others, authorities said, were invited but declined). The 44 were described as stations which have least traffic from all networks, not NBC-TV alone, and "need help most." NBC-TV expects to add to the list later. Similarly, stations may be withdrawn from the list. The initial group consists of 34 in single station markets and 10 which have one other local station in competition. Fourteen are u's, the rest v's.

The lineup of initial PEP stations and their respective NBC network Class A rates as of September:

City	Station	Ch.	Class A Rate
Abilene, Tex.	KRBC-TV	9	110
*Albany, Ga.	WALB-TV	10	175
Alexandria, La.	KALB-TV	5	200
Asheville, N. C.	WISE-TV	62	150
*Beaumont, Tex.	KMBT	31	150
Bethlehem-Easton-Allentown, Pa.	WLEV-TV	51	200
*Billings, Mont.	KOOK-TV	2	150
*Bismarck, N. D.	KFYR-TV	5	150
Bluefield, W. Va.	WHIS-TV	6	250
*Boise, Idaho	KIDO-TV	7	200
*Butte, Mont.	KXLF-TV	6	100
*Cheyenne, Wyo.	KFBC-TV	5	150
Colorado Springs, Colo.	KRDO-TV	13	100
*Corpus Christi, Tex.	KVDO-TV	22	150
*Decatur, Ala.	WMSL-TV	23	100
Eau Claire, Wis.	WEAU-TV	13	150
Eugene, Ore.	KVAL-TV	13	175
*Eureka, Calif.	KIEM-TV	3	150
Fayetteville, N. C.	WFLB-TV	18	100
Ft. Dodge, Iowa	KQTV	21	100
Ft. Smith, Ark.	KFSA-TV	52	120
*Grand Junction, Colo.	KFXJ-TV	5	100
Great Bend, Kan.	KCKT-TV	2	125
Hastings, Neb.	KHAS	5	200
*Idaho Falls, Idaho	KID-TV	3	150
Kingston-Poughkeepsie, N. Y.	WKNY-TV	66	100
Lake Charles, La.	KPLC-TV	7	160
Las Vegas-Henderson, Nev.	KLRJ-TV	2	150
Lexington, Ky.	WLEX-TV	18	150
Lima, Ohio	WIMA-TV	35	150
Medford, Ore.	KBES-TV	5	150
*Minot, N. D.	KCJB-TV	13	150
*Panama City, Fla.	WJDM	7	100
Parkersburg, W. Va.	WTAP	15	100
Plattsburgh-Burlington	WIRI	5	200
Pueblo, Colo.	KCSJ-TV	5	100

Start of a Trend?

TREND-SEEKING radio executives might well look to Milwaukee where Frank Kirkpatrick, head of his own real estate firm, began to sponsor a radio show over one of that city's radio stations back in 1939 and became so interested in programming that he eventually began appearing on the show. Mr. Kirkpatrick, by this time qualified to call himself a veteran sponsor-broadcaster, yesterday (Sunday) "went network" as his *As I See It* (Sun., 12-12:30 p.m. EDT) took to the full Mutual Network. Program consists of news analysis of U. S. and world affairs.



Here's the heart of

PACKAGED TV BY DAGE

Now . . . for your LOW-POWER TV station, a DAGE TV packaged station has all you need . . . cameras, transmitters, antennae, studio monitors, microphones, as well as complete lighting, testing and servicing equipment.

DAGE equipment, thoroughly proved in actual daily operation, is up-to-the-minute in design and application . . . assures low-cost installation, low-cost maintenance. For complete details on DAGE "packaged TV" or on individual DAGE units, write, wire or phone DAGE TV, Michigan City, Indiana, Michigan City 3-3251.

DAGE

TELEVISION
Division of
Thompson Products, Inc.
Michigan City, Indiana

IN CANADA DISTRIBUTED BY ROGERS MAJESTIC ELECTRONICS, LIMITED, TORONTO, ONTARIO

*Rapid City, S. D.	KOTA-TV	3	100
Reno, Nev.	KZTV	8	150
Rochester, Minn.	KROC-TV	10	100
*Roswell, N. M.	KSWS-TV	8	100
Springfield, Ill.	WICS	20	150
Tucson, Ariz.	KVOA-TV	4	210
*Yuma, Ariz.	KIVA	11	100
Zanesville, Ohio	WHIZ-TV	18	100
	Station total:	44	$6,325

* Non-interconnected.

Mr. Sarnoff said the effect of PEP "is to bring down the cost-per-thousand of these smaller market stations to about the level of the full network. And with this favorable cost-per-thousand the advertiser gets the extra values of exposure in these markets. He gets better advertising support for his national distribution, higher delivered audience, and a better spread of his program costs over more circulation.

"This plan is so advantageous for the advertiser that we are confident it will help build network volume on our affiliates in small markets." "For the stations," he said, "it's all benefit and no disadvantage. For the advertiser, it's more coverage and circulation at lower cost. For NBC, it's wider program exposure and an opportunity to sell more small market stations. We think it will work well all around."

Hugh M. Beville Jr., NBC director of research and planning, pointed out that the cost-per-thousand of the 44 PEP stations—without "dividends"—is $5.60. With a PEP dividend of 50%, this drops to $4; with 75% dividend, to $3.20 and with 100% dividend, to $2.80—approximately the same as in major markets. And the unduplicated set circulation of the PEP stations (1.1 million as of July 1), he asserted, is equivalent to the country's fifth largest market.

Mr. Beville listed these as other advantages of using PEP stations: (1) they have little or no local competition; (2) they are growing tv markets, with about 40% set saturation now as against about 90% for major markets; (3) unsaturated with tv programming, the markets are "wide open" for the impact of major network programs; (4) the value of these markets to advertisers will increase as PEP circulation grows faster than rates, and (5) they will provide increased coverage of distribution areas and a premium in additional delivered audience as compared with the additional coverage.

"By giving the advertiser such substantial reductions in cost-per-thousand," Mr. Beville said, "PEP makes it possible for all NBC advertisers to obtain these values, with a resulting strengthening of the program schedules on the stations and an improvement in their position as part of a vital national television system."

100 Stations Required

The new requirement for advertiser use of a minimum of 100 stations in prime evening time (8-11 p.m. New York Time, Monday-Friday, and 7-11 p.m. New York Time Saturdays and Sundays) is not, in itself, expected to have much effect on present NBC evening advertisers, most of whom already are using that number or more including NBC-TV's 55 basic, or "must-buy," affiliates.

Among those who do have fewer than 100 stations in their evening lineups, either the PEP stations or other optional affiliates may be added, and in any event these advertisers will have the customary six months' protection to come up to the minimum.

Advertisers not wanting to meet the 100-station requirement will be exempt from this provision if they will make their program available for use by unordered stations (with commercials deleted). Otherwise they must take a reduction in their weekly discounts: If they use less than 65 stations (there are no such in prime evening time now), their weekly discounts will be lowered by 10 percentage points; if they use 65-84 stations, five percentage points will be subtracted, and if they use 85-99 stations the reduction will be 2½ points.

"We have many evening advertisers now ordering well over 100 stations, including a number of stations in the PEP group," Mr. Sarnoff said. "Some of these advertisers will get a cost reduction, because stations for which they are now paying will be available to them as dividends. Other advertisers using some PEP stations will be able to increase their lineup without spending an additional cent.

"The only advertisers who will have any cost increase are those who have abnormally short lineups in the evening and who are unwilling to make their programs available to unordered stations. By adding PEP stations even these few advertisers can get the additional coverage at a fraction of what they would normally have to pay."

The six programs that NBC is adding to its Program Service Plan—that is, making them available (with commercials deleted) to stations not ordered by the advertiser—are *NBC Matinee Theatre,* which totals five hours a week; *Colgate Variety Hour, Perry Como Show,* the Sunday-night *Color Spread* spectaculars, the Milton Berle-Martha Raye combination and the Saturday morning *Pinky Lee Show.* Of these, *Matinee* will be available for local sale by the affiliates, as is true also of six of the ten shows already offered under PSP.

Of the 10 PSP programs offered during the 1954-55 season, NBC said, one or more was carried by almost 100 different stations that had not been ordered by the advertisers.

Nominal Program Charge

As a further means of getting more programs to more stations, kinescope prints of "a limited number" of PSP programs are available and will be offered, after their commercial use, to unordered non-interconnected stations at a nominal handling charge of $5 per program. It was pointed out, however, that "by its nature, this special service has to be confined to those programs for which kinescopes are prepared, and will be limited to the number of kinescope prints available for these programs."

These programs and the number of prints per program, based on tentative estimates of what the situation will be following the time change at the end of October: *Caesar's Hour,* two; *George Gobel Show,* ten; *Colgate Variety Hour,* nine, and Milton Berle-Martha Raye shows, eleven. This situation it was noted, "will change from time to time with changes in commercial lineups."

Requests for kinescopes will be filled on a first come, first served basis. The kinescopes must be used within 60 days of the original network telecast, in line with union requirements regarding kinescopes.

Gottlieb Signed by CBS-TV

ALEX GOTTLIEB, motion picture and tv producer, has been signed by CBS Television to produce the network's *Meet Millie* series.

Lester Vail has been director of the series for two years, after serving as a network producer-director in New York. He will continue to direct the series several weeks, before becoming producer-director of another network series.

Mr. Gottlieb became producer with Universal Studios in 1938 and remained there until 1944, when he moved to the production staff of Warner Bros. Recently, he has concentrated on network television.

SOMETHING TO
CROW ABOUT—

The wonderful comments our subscribers are making about SESAC's brand new Catalog of Over 8500 Bridges, Moods and Themes . . .

". . . makes your Library twice as effective."

WCEN
Mt. Pleasant, Mich.

". . . an excellent program aid. It is of tremendous help."

CKCR
Kitchener, Ont., Can.

"Very helpful in programming."

WFIG
Sumter, S. C.

"This is to thank you and congratulate you on the very fine addition to our SESAC Transcribed Library . . . the new catalog of Bridges, Moods and Themes."

WDOT
Burlington, Vt.

SESAC 475 Fifth Ave. New York 17

TV NETWORKS' GROSS PRESAGES RECORD

August gross billings over $30 million for all networks with the combined totals for the first eight months passing the quarter-billion mark.

GROSS time charges of the television networks reached $257,517,496 for the eight months ending in August, according to computations by the Publishers Information Bureau.

PIB's compilation showed the four tv networks [DuMont was still considered as a national network in August] with gross billings of $30,344,948 for August, nearly $7 million above the mark set for the same month last year. For the eight-month period, the networks piled up $257,517,496 in gross time charges, nearly $61 million more than the January-through-August period last year.

CBS-TV led the other networks in gross billings for August and for the eight-month period with respective totals of $14,959,098 and $123,285,950, while NBC-TV broke over the $102 million mark for the eight months and compiled a total of $11,767,789 for August. Both networks topped their comparative totals of last year.

ABC-TV also was up, showing more than $1 million more for August and some $8.5 million more for the eight-month period. DuMont was down from $820,633 in August, 1954, to only $55,385 last August.

PIB noted that gross billings for the four radio networks would not be computed nor published since it has ceased that service (see story, page 60). It also said that as of Sept. 15, 1955, the DuMont Television Network changed from a national network to a local operation and thus it was assumed that by its October report, PIB would compute and publish gross billings for ABC-TV, CBS-TV and NBC-TV only. The full report follows:

Network Television

	August 1955	August 1954	Jan.-Aug. 1955	Jan.-Aug. 1954
ABC	$ 3,562,676	$ 2,514,815	$ 28,595,084	$ 20,032,760
CBS	14,959,098	12,275,908	123,285,950	90,053,871
DTN	55,385	820,633	3,091,170	8,039,023
NBC	11,767,789	8,057,484	102,545,292	78,501,043
Total	$30,344,948	$23,668,840	$257,517,496	$196,626,697

Network Television Totals to Date

	ABC	CBS	DTN	NBC	Total
Jan.	$ 3,718,195	$ 15,831,141	$ 723,960	$ 13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14.959,098	55,385	11,767.789	30,344.948
Total	$28,595,084	$123,285,950	$3,091,170	$102,545,292	$257,517,496

CBS-TV's 'The Search' Inspires Ford Design

FORD MOTOR Co. last week credited CBS-TV's *The Search* with spurring the development of the latest auto safety features of its 1956 models and cited the network's program presenting the findings of Cornell U.'s Automobile Safety Research program.

In a letter to Sig Mickelson, CBS vice president in charge of news and public affairs, Ford Division's general manager and vice president R. S. McNamara said in part: ". . . now the country can obtain 1956 Fords with the exact solutions which were recommended in your broadcast—safety steering wheels, safety door locks, safety rear vision mirrors, crash padding and seat belts. Because it focused public attention on automotive crash injuries and means of preventing them, your fine public service program *The Search* has been most helpful to us in our safety efforts."

Mr. McNamara further revealed that 300 Ford dealers had bought prints of the telecast for safety educational use in their local communities and noted that Ford had earlier in the month sponsored a National Safety Forum. CBS spokesmen reported that a 25-minute documentary film report on the forum was made and distributed to tv stations in the U. S. as a sequel to *The Search* report from Ithaca, N. Y.

'Not Admission of Guilt,' Godfrey Says in Paying Fine

CIVIL Aeronautics Administration last Wednesday officially closed the book on the Arthur Godfrey "crowding" incident involving an Ozark Airlines plane by accepting payment of a $500 fine from the CBS radio-tv personality.

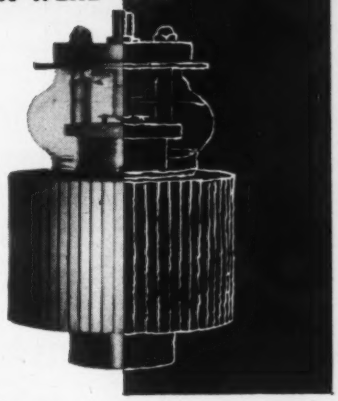
CAA accepted the payment "in full settlement of civil penalities arising by reason of these violations." Mr. Godfrey's attorney, C. Leo De Orsey, said the payment was not to be "construed as an admission of guilt," but was decided upon to "minimize the inconvenience and expense to the airline, to the government and to Mr. Godfrey." Mr. Godfrey previously denied the charges [B•T, Sept. 19].

The incident took place over Elgin, Ill., Sept. 7. Ozark pilots filed a complaint with the Chicago Safety Office of CAA in St. Charles, Ill., charging that Mr. Godfrey's craft "crowded" their plane. The case subsequently was transferred in the third regional legal office of the agency in Kansas City.

KYMA Yuma Joins ABC

KYMA Yuma, Ariz., joins the ABC Radio network Oct. 24, it was announced last week by Harry Woodworth, director of ABC Radio for the western division. KYMA is owned and operated by KYMA-Yuma Inc. Bill Lindsey is general manager.

ML-5530
Tops 20,400 Hours
In 93.9 Mcs. Service
at WLRD-FM



". . . as of August 23, 1955 our three kilowatt FM type 5530 tube had 20,468 plate hours. It was still going strong and showing little sign of age . . ."

Alan H. Rosenson
Chief Engineer, WLRD-FM

How do you choose the best transmitting tube?

Data sheets won't tell you . . . but tube performance, backed by the manufacturer's reputation will!

Choose Machlett and you find . . .

Nearly 60 years electron tube experience.

Leadership in high vacuum technique.

Design Superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

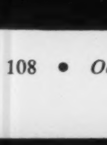
WLS
gives you
All 3
Market...
Coverage...
Programming

Contact us
or call your
John Blair man
TODAY!

WLS
The Prairie Farmer Station
CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SKYLINE
GROUP
DISCOUNTS
the best buy
in albuquerque
denver
salt lake city



SALT LAKE CITY KDYL-KTVT
DENVER KLZ AM-TV
ALBUQUERQUE KOB AM-TV

SKYLINE GROUP, RADIO-TV
Covering the Uranium
Triangle—Colorado, Utah, New Mexico

J. I. MEYERSON, 3432 RCA BLDG., N. Y.
THE KATZ AGENCY • BRANHAM CO.

ABC-TV Named Defendent In Two Program Law Suits

ABC-TV was named defendent in two Los Angeles law suits last week involving program disputes. Biggest was a $1,132,000 complaint by Herman D. Hover in Los Angeles Federal Court charging breach of contract and loss of anticipated profits in conjunction with the demise of his *Party at Ciro's* show.

Mr. Hover claimed he made an agreement with ABC-TV last year to produce the series at no charge and with Ciro's restaurant bearing all expenses. The network was to kinescope the show with Mr. Hover having all rights to subsequent sale of the 30-minute variety version, according to the complaint. Mr. Hover asked $40,000 for breach of contract, $624,000 as fair market value of the kinescopes if made, and $468,000 in anticipated profits from sale of 39 programs to sponsors.

In another action, ABC-TV, Nehi Beverage Co. and its agency, BBDO, plus Revue Productions were named defendents in a $225,000 plagarism suit filed in Los Angeles Superior Court by writers Alan Lipscott and Robert Fisher. They charged that Nehi's former Ames Brothers show on the network was copied from their production idea "Four Cheers For Mom." The writers claimed they have a 1954 agreement for $3,000 a show.

Expanded 'See It Now' Opens On Vice Presidential Issue

CBS-TV's new expanded version of Edward R. Murrow's and Fred W. Friendly's *See It Now* will premiere Oct. 26 (Wed., 9-10 p.m. EDT) and will highlight "The Vice Presidency—The Great American Lottery." Telecast, timely in the sense of Pres. Eisenhower's illness, will trace the history of the nation's second highest office from colonial times to the atomic age.

CBS program officials added that the program will "attempt to bring into focus a question of topical importance: Is the American method of selecting vice presidential candidates adequate, in light of the times?" *See It Now* is sponsored by the Pontiac Div. of General Motors Corp. through MacManus, John & Adams, Bloomfield Hills, Mich.

Bernard to ABC Radio

MR. BERNARD

CHARLES (CHUCK) BERNARD, sales manager of WABC New York, has been named an account executive of ABC Radio, network officials announced last week. Mr. Bernard rejoined ABC last June after serving as an account executive with the DuMont Television Network.

A spokesman for WABC said last week that a replacement for Mr. Bernard will be selected at a later date.

Keystone Adds Nine

THREE Texas stations are among nine new affiliates reported by Keystone Broadcasting System, bringing its total of clients to 861. New KBS affiliates are KBEN Carrizo Springs, KCTX Childress and KSNY Snyder, all Texas; WERH Hamilton, Ala.; KAWT Douglas, Ariz.; KVFC Cortez, Colo.; WFBF Fernandina Beach, Fla.; KBRX Brookings, S. D., and KCVL Colville, Wash.

Marciano-Moore Broadcast Attracts 92.6% of Audience

ABC Radio's coverage of the Pabst-sponsored Rocky Marciano-Archie Moore heavyweight championship bout Sept. 21 earned a peak rating of 38.1 with a 92.2% share of audience in a special 10-city Trendex survey during the last 15 minutes of the fight, ABC reported last week. For the full period, 10:45 to 11:30 p.m. EDT, the network reported a 32.6 rating and a 92.4% share of audience, adding that, competitively, tv earned its highest network rating of 12.4 during the first quarter hour (10:45-11 p.m.).

In the 10-city Trendex area (Atlanta, Chicago, Cincinnati, Columbus, Dallas-Ft. Worth, Denver, Detroit, Kansas City, Minneapolis-St. Paul and Nashville) ABC Radio attracted an audience 18% greater than the combined efforts of all tv stations. ABC's research department estimated a Nielsen rating between 35.0 and 40.0—the highest obtained by any radio broadcast since the Louis-Walcott fight in June 1948, and interpreted this rating to mean that 16 to 19 million homes tuned in the radio program.

Judy Sets Trendex Record

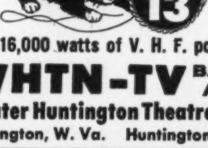
CBS-TV's *Ford Star Jubilee* first color telecast Sept. 24 garnered the highest Trendex rating ever registered by any one 90-minute show on any single network, averaging 34.8, CBS-TV reports. The premiere telecast, which starred Judy Garland, was the first of one-a-month Saturday night spectaculars to be seen regularly in the 9:30-11 p.m., EDT time slot. Trendex figures for the runner-ups were given as: "Academy Awards"—30.6; "The Women"—26.8; and "Our Town"—26.5. Share of audience for Miss Garland's program was put at 61.8%—also a record.

Godfrey Breaks Planned

ARTHUR GODFREY, who last week took a brief, one-week vacation, will begin to take more time off in future months—about a week out of every six or seven, CBS Vice President James M. Seward reported after varied reports concerning Mr. Godfrey's future status as a network fixture began circulating. In the wake of newspaper speculation Mr. Seward told B•T that "Arthur feels that the proper tempo for him is to take four or five weeks off during the summer, and then take his every-seven weeks seven-day vacation." He said that Mr. Godfrey's sponsors and their agencies were aware of the plan.

NETWORK PEOPLE

Jason Lane, supervisor of research, NBC Film Div., promoted to manager of research. Mr. Lane joined the network's film division as a research analyst in 1953, and previously served



IN AMERICA'S
9th MARKET it's TV's
New Queen
CHANNEL 13
316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

in the research department of Kenyon & Eckhardt, N. Y.

Philip King, CBS Television, appointed to that network's press information department as unit publicists and feature writer.

Harry D. Hobbs, formerly director of sales for Air Features Inc., N. Y., and with Dancer-Fitzgerald-Sample, Chicago, as media director, has joined the sales staff of NBC Radio.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres and board chairman of United Cerebral Palsy, elected board chairman of newly established UCP Research and Educational Foundation.

Jack Benny, CBS-TV star, appointed honorary chairman of National Assn. for Retarded Children and National Retarded Children's Week Nov. 13-23. He will serve as m. c. on special nationwide television program with leading tv and other celebrities about mid-November.

Aileen Paul, tv home economist and actress, will replace Josephine McCarthy on NBC-TV *Herb Sheldon Show* and other programs during the week of Oct. 17 while the latter is on vacation, and five weeks a year during other absences.

Norman Frank, who joined NBC-TV as producer-director last July, assigned as one of three producers, reporting to Executive Producer Barry Wood on network's *Wide Wide World* series.

Robert Ellis Miller, freelance tv director and Broadway producer (*Tonight in Samarkand*) appointed studio director for New York U.'s closed-circuit tv experiment in teaching English literature and composition at the Washington Square College of Arts & Science.

Bill Cunningham MBS commentator and *Boston Herald* columnist to be named "Texan of Distinction" Oct. 11 at the fourth annual State Fair of Texas at Dallas. His program is heard over the network every Sunday at 12:30 p.m. EDT.

Ted Husing, veteran sports broadcaster, elected to lifetime membership in the Sports Broadcasters Assn. Only other lifetime members of the group are Clem McCarthy and Bill Slater.

Robert Grebe, ABC trade news editor, father of girl, Susan Elizabeth.

COUNTY
HOSPITAL
WARD-2

"No, ye don't!" KRIZ Phoenix says we Arizonans gotta conserve water!"

MANUFACTURING

ENGINEERS AT CHICAGO TOLD OF NEW C-C FIELDS

Development of vidicon tube and tv's flexibility helped closed circuit tv, American Institute of Electrical Engineers hears.

DEVELOPMENT of the vidicon pickup tube and camera and the television distribution system have opened up an untapped field for closed circuit television, the American Institute of Electrical Engineers was told at its fall general meeting in Chicago last week.

Future applications of Eidophor, the Swiss-developed tv projection system, beyond the initial scope of large screen theatre usage, also were held out before 1,000 engineers, scientists and research men at the weeklong (Oct. 3-7) meeting in the Hotel Morrison. The National Electronics Conference met simultaneously the first three days at the Hotel Sherman with similar emphasis on closed circuit tv (see separate story, page 110).

Tv's technical experts traced the progress of the medium in serving industry, science and medicine and heard papers on various phases of television presided over by AIEE's television and aural broadcasting committee. M. D. Hooven, AIEE president, addressed an opening general session Monday, speaking on "Solidarity of the Profession" and recounting membership of such related groups as the Institute of Radio engineers, National Electronics Conference and Radio Electronics Mfrs. Assn.

Among the convention highlights:

(1) A discussion of closed circuit tv by Max H. Kraus, Jerrold Electronics Corp., Philadelphia, which also has been active on community tv antenna systems and the toll television controversy. He said the vidicon pickup tube and camera and flexible television distribution system (permitting permanent camera installations at many points) have extended use of closed circuit tv and drastically reduced installation and operating costs. Installations are now possible for $1,000-5,000 compared to $5,000-9,000 previously. Two new possibilities, he predicted, are special color systems and those giving pictures with increased resolution.

Discusses Eidophor

(2) A talk on "High Intensity Color Television for Very Large Screen Projection," by C. L. Ellis, General Electric Co. The Eidophor system appears to be the only one capable of high light intensities, he said, adding that two complete projection systems of new design have been delivered to 20th Century-Fox Film Corp. (His observation: "so that conventional broadcast television programs, including 'off-the-air' pickups, may be projected on the screen as black and white pictures, the commercial model of the Eidophor projector provides for conversion to broadcast standards in less than a minute.")

(3) A talk on closed circuit tv as practiced at Iowa State U. by Prof. Carl Menzer. He pointed out that "with the increasing number of television stations and the demand for more and better programs, the need for trained personnel becomes more and more important." Since the university has no transmitting station, students get the benefit of workshop experience on dramatic shows recorded on kinescope for use by commercial and educational outlets. He expressed hope the university would meet some of industry's demands for help.

(4) A suggestion by J. H. Enebach, Illinois Bell Telephone Co., that television terminology has advanced to a stage where all equipment from the studio camera to the home television

the SWING is to...
ABC
and
KMBC-TV
Kansas City's
Most Powerful
TV Station

"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

Wherever you
Go ... there's
Radio

and in Buffalo Radio means

WGR
Buffalo's FIRST RADIO Station
Hotel Lafayette
Buffalo, N. Y.

NBC Basic Affiliate
Representatives: FREE and PETERS

Tube Sales Record

SALES of receiving tubes by manufacturers set a new record in August, totaling 45,238,000 units, with tv picture sales setting a new August high, according to Radio-Electronics-Tv Mfrs. Assn. The picture tube sales totaled 1,048,534 units compared to 515,793 in July and 855,191 in August, 1954. Picture tube sales in the first eight months of 1955 totaled 6,478,351 units compared with 5,326,775 in the like 1954 period. Cumulative sales of receiving tubes totaled 300,080,000 in eight months compared with 225,805,000 a year ago.

receiver must be subjected to stringent review."

Other talks touched on new "hush" transistor amplifiers which help eliminate electrical noises in phonograph and record players; application of wired tv to human vision; color tv in medical education; closed circuit in the Bell System; use of the medium by the Biological Research Organization.

COMMUNITY TV SUCCESS TOLD ELECTRONICS MEET

HOW a small town with a population of less than 10,000—Raton, N. M.—lifted a virtual tv blackout by means of community television service was recounted before delegates of the 11th annual National Electronics Conference in Chicago last week.

Talks on electronic standards, transistorized crystal video receivers for airborne military applications and closed-circuit television were among some 100 technical papers delivered during the three-day (Oct. 3-5) conference-exhibit at the Hotel Sherman attended by 4,000 delegates. Nearly 200 exhibits were featured.

Four representatives of ARF Products Inc., River Forest, Ill., described unorthodox features of the community tv system utilized in Raton (population 8,600), with KKTV (TV) Colorado Springs, Colo., providing an adequate signal 130 miles away. Large receiving antenna was installed on a mountain top 10 miles from the town, situated behind a mountain ridge in a valley. The signal was received and passed along over special wires, and distributed to subscribers.

The paper, presented Tuesday by J. J. Hupert, A. H. Maciszewski, J. J. Pakan and S. W. Torode, also discussed numerical data concerning cable equalization for transmission of video signals.

Luncheon address Monday was given by Dr. Allen V. Astin, director of the National Bureau of Standards. He said NBS is planning a study of electronic standards (standardized symbols for circuitry, components, etc.) and exploring fundamentals underlying the development of transistors. Dr. Astin noted an "expanding need by industry and science for increased work on electronic standards," and said NBS will undertake a program to include the extension of information service on components.

Dr. Peter D. Johnson, General Electric Research Lab, Schenectady, N. Y., told scientists and technicians how scientific research in luminescence may help speed development of color tv cameras. He also reviewed GE demonstrations that light could be amplified directly by special phosphors without use of electronic tubes [B•T, Oct. 3].

E. F. Gallagher and R. L. Crosby, Sylvania Electronic Products Inc., discussed transistors used for airborne military applications. They claimed that for most applications, a transistorized crystal video receiver can be designed with performance characteristics equal to those using vacuum tubes.

The assertion that "closed circuit television is unquestionably emerging as an electronic giant" and will surpass potentials for "entertainment tv" was made in a paper delivered by James L. Lahey, general manager of Dage Television Div., Thompson Products Co., Michigan City, Ind., equipment pioneer.

Mr. Lahey said closed circuit tv is entering a boom, with anticipated sales of over $4 million during 1956, and reported Dage will install over 1,500 cameras next year—more than the total of all manufacturers heretofore. New uses are possibile by new simplied circuits capitalizing on the stable characteristics of the vidicon tube.

Petersen Named by DuMont As Tharpe Leaves for New Post

JAMES B. THARPE, manager of the Allen B. DuMont Labs television transmitter sales department, resigned last week to assume the presidency of Visual Electronics Corp., New York, independent selling agents representing DuMont in the sale of tv broadcast equipment, L. C. Radford, acting president, has announced.

Succeeding Mr. Tharpe as manager of DuMont's television transmitter sales department is Kenneth F. Petersen, marketing manager for the department. Prior to his association with the company in 1953, Mr. Petersen was engineering supervisor of KFEL Denver and director of engineering facilities of WPIX (TV) New York.

MR. PETERSEN

MR. THARPE

Power of Spoken Word

ARMY Signal Corps have developed a tiny radio transmitter powered solely by the voice of the broadcaster using it. Successful broadcasts have been made over distances of more than 600 ft., the Signal Corps engineering laboratories in Ft. Monmouth, N. J., announced last week.

Only the voice sound waves are needed to operate the new radio, which is small enough to sit inside a telephone mouthpiece. As long as the sender speaks, the radio works and his voice is broadcast. When the speech strikes the microphone, part of its power is transformed into electricity to operate the radio, while the rest goes into the broadcast.

Until now, electricity from some outside source, such as batteries, has been necessary to operate a radio transmitter.

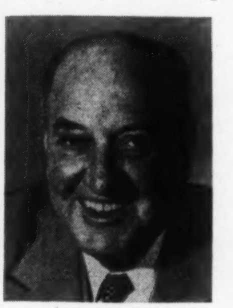
Hotel Installs Color Tv

FIFTY 21-inch RCA Victor color sets which have been installed at New York's Hotel Governor Clinton have been described as the "first substantial multiple installation of color tv receivers in hotel guest rooms" in a joint statement by Frank M. Folsom, RCA president, and Leo A. Fields, president of the hotel.

Rust Firm Appoints Barkley

WILLIAM J. BARKLEY, general sales manager and executive vice president of Collins Radio Co., Cedar Rapids, Iowa, from 1934 until last April, has been appointed vice president of The Rust Industrial Co., Manchester, N. H., makers of remote control equipment. The appointment was announced by William F. Rust Jr., president of the firm.

Mr. Barkley, who in 1907 founded the Wireless Specialty Co. of Boston, has since that time been associated with leading electronics firms. He formerly was vice president of the DeForest Radio Co. and general manager of Sylvania Electric Co.'s Power & Transmitting Tube Div.



MR. BARKLEY

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Ask Us for Facts and Figures

RECORD 52,000 ATTEND HIGH FIDELITY EXHIBIT

Chicago show draws 134 exhibitors as Jerome J. Kahn predicts that hi-fi sales in 1955 may reach $500 million.

FOURTH annual High Fidelity exhibit drew a record-breaking attendance of 52,000 people at Chicago's Palmer House Sept. 30-Oct. 2, it was reported last week by the International Sight & Sound Exposition Inc. Attendance broke all hotel records for a public show.

Radio broadcasters and newspapers were credited with assists in helping make the 1955 show a success as 134 manufacturers and hi-fi equipment suppliers showed their wares. Cooperating were WFMT (FM), which served as official station for the exposition, and WEFM (FM), Zenith Radio Corp.'s outlet. Newspapers ran special hi-fi sections.

Most significant report from the exhibit was the prediction that sales of hi-fi equipment and related accessories might hit $500 million in 1955. This prospect was held out by Jerome J. Kahn, commissioner of the newly-organized High Fidelity Institute. He said such an estimate is not "fantastic," compared to the $300-$400 million racked up in 1954, but added:

"It will take intensive and intelligent merchandising, and above all, a comprehensive educational program aimed directly at the public in non-technical terms." Mr. Kahn also reported married people without technical knowledge of the techniques outnumber other groups in hi-fi sales by ten to one. He credited home builders and decorators with helping stimulate interest in high fidelity.

Breakdown on anticipated 1955 sales, according to Mr. Kahn, includes $55-60 million for amplifiers; over $300 million for hi-fi and other records; $45-50 million, tuners; $35 million each for recorders and speakers; $35 million, combinations; $15 million, cabinets; $5 million, magnetic tapes; $7 million, needles and related accessories, and $15 million, miscellaneous.

Faster Part Replacements Set Up by General Electric

IN WHAT General Electric Co. officials describe as a "new concept in marketing of broadcast-replacement-equipment by manufacturers," the company last week inaugurated a new manufacturer-to-distributor supply system designed to speed replacement parts to stations urgently in need of them.

Suppliers of such equipment formerly depended on direct factory-to-station delivery when necessary, often resulting in lost airtime for many stations caught in emergencies. New plan now allows GE-equipped radio and tv stations to find needed replacement parts "right in their own back yard," according to Frank P. Barnes, marketing manager for GE's broadcast equipment.

Soundco Electronics Supply Co., Springfield, Mass., will be the first distributor to operate under the plan, which calls for the establishment of a network of distributors in each of GE Electronics Division's 15 product-service districts in the U. S. Soundco, which will supply the New England states, will stock every conceivable type of part ranging in price from two cents upwards to $1,000. New York State stations will not be affected by the new plan because of their proximity to Electronics Park, Syracuse, N. Y.

ORRadio Sets Sales Record

SEPTEMBER sales for ORRadio Industries (magnetic recording tape), Opelika, Ala., ran 90% ahead of September 1954, making a one month sales record for the company, according to Nat Welch, vice president in charge of sales. Total sales, for the half-year ending in August, have increased 43%, it was reported.

One big factor in the September rise, ORRadio said, is public acceptance of the new Irish Double-Play Tape, introduced in August. The tape provides 2,400 ft. of tape on a standard seven-inch reel.

MANUFACTURING SHORTS

Blaw-Knox Co., Pittsburgh (steel, industrial products, antenna towers), was picked as setting for one of *Industry on Parade* series filmed for tv by National Assn. of Manufacturers.

Spanish-language *Radio y Articulos Electricos,* trade magazine for tv, radio, electronic and appliance fields, is making available 57 data sheets on 1954 U. S. exports to Central and Latin America, Spain and Italy. Companies wishing copies should state products interested in and send requests to Canterbury Press Division, Maher Publs., 2001 Calumet Ave., Chicago 16.

Westinghouse Electric Corp. announced last week that the U. S. Air Force has ordered $2,430,000 worth of magnetrons from the company's electronic tube division in Elmira, N. Y. The magnetron is the principal power generating tube used in radar systems.

RCA Victor Radio & Victrola Div., Camden, N. J., has announced the availability of a new high fidelity tape recorder attachment to serve as an accessory for Mark II and Mark III models of the RCA new Orthophonic high fidelity series.

Emerson Radio & Phonograph Co., as a promotion stunt in cooperation with officials at the Dexter Stadium (Jamaica, N. Y.), had a stock race car driver toss one of its radios (Model 833) while the auto sped at 105 m.p.h. Emerson claimed that track officials picked up the "Never-Break" cased radio finding it intact without even a scratch.

Altec-Lansing Corp. announces new entry into hi-fi home recording field, called 901A Melodist Record Reproducer. Model, retailing for $225, is said to be the first true high fidelity system requiring no installation. All that is needed, says company, is a hook-up with one of its five complete speaker systems. Company recently announced two new iconic loudspeaker systems, one using 15-in. low frequency recorder, 800-cycle dividing network and high frequency driver, other a 12-in. bass speaker and 3,000-cycle high frequency speaker and network.

Compass Communications Corp. offices, lab and showroom moved to larger quarters at 75 Varick St., N. Y. 13. Tel.: Canal 6-7455.

Ampex Corp. (tape recorders) will share 15% of profits with more than 800 employes beginning May 1, 1956. Announcement coincided with national sales meeting in Redwood City, Calif., headquarters.

Presto Recording Corp. will display new hi-fi tape recorder with separate amplifier at the New York Audio Fair opening Oct. 13. New Presto SR-27—designed for home use, but up to NARTB standards—features tape mechanism and 10-w amplifier in separate carrying cases. Two--speed recorder uses three motors and

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ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.
NOW
¼ MILLION
PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $5843 per family or $1794 per capita. Cover this good 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.

CBS FOR THE
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
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TELCO BUILDING, ROCK ISLAND, ILLINOIS
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standard seven-inch reels at 7½ or 15 inches per second. Amplifier, A-920B, contains microphone and playback pre-amplifiers, power supply and two small speakers for low-level monitoring.

Bell & Howell Co., Chicago, announces new TDC Headliner slide projector with 200 w. lamp, a five-inch helically focused anastigmatic lens, blower cooling, dual tilt control and deluxe manual changer. Model also will accommodate Selectron-Semimatic changer. B&H also announces new 750 w stereo slide projector, to retail for $179.50 with two 5-in. matched lenses, and $189.50 with two matched 4-in. lenses. Model comes with three slide changers. Firm also announces price reductions on its line of stereo still cameras, ranging from $15 to $20.

Quam-Nichols Co., Chicago, announces production is under way on new two and half inch loudspeaker, model 25A07, designed as replacement for portable radios, intercom and other equipment.

Newark Electric Co., Chicago, announces publication of 1956 catalog on electronic parts, tubes, equipment and accessories.

Bell Telephone Labs, N. Y., has announced development of "junction tetrode" transistor able to generate more than billion oscillations per second in uhf band used for certain tv signals, types of radar and large bundles of telephone conservations, accomplished by addition of fourth electrode to basic junction transistor, plus other refinements. Bell's original junction transistor was limited to lower frequencies and until now vacuum tubes had to perform functions of new unit. New device is extremely small.

Allied Radio Corp. (electronic parts, equipment distributors), Chicago, has released new 324-page 1956 catalog listing over 26,000 items. Emphasis is placed on broadcast equipment and components with special-purpose tubes, cable, connectors, pickups, equalizers, CAA approved tower light controls, patch cords, panels, racks, meters, photoelectric equipment, relays, switches, rectifiers, tools, batteries and power supplies covered in detail. Catalog may be obtained free from firm at 100 N. Western Ave., Chicago 80.

RCA engineering products div., Camden, N. J., has released new RCA *Am-Fm Transmitting Equipment Catalog* along with price list. Covered in detail are standard and high frequency broadcast transmitters with powers ranging from 250 w to 50 kw, transmission line equipment, antenna towers and remote control equipment. Broadcast marketing dept. has released new broadcast audio equipment catalog for am, fm and tv, describing in full detail printed wiring amplifiers, turntables, tape recording equipment, microphones, and accessory items. Price list is included.

Nuclear Products Co., El Monte, Calif., is maufacturing professional use Staticmaster system, designed for broadcasting stations to clean records and neutralize all surface static electricity, consisting of standard Staticmaster record brush and special ionizing unit mounted on chrome flexible arm. System was conceived to meet needs of stations which do not always have time to neutralize static charge on record to zero after brush has eliminated surface dust. It is available from firm at 10173 E. Rush St., El Monte, for $39 complete.

International Telephone & Telegraph Corp., N. Y., with initial investment of over $600,000 will construct new plant in L. A. for further expansion of manufacturing of electronics equipment by one of its divs., Federal Telephone & Radio Co.

Amperex Electronic Corp., Hicksville, L. I., N. Y., has introduced Type 2N115 P-N-P junction power transistor delivering 5 w push-pull output with 6 volt supply, designed to meet need for transistor with greater power than presently available. Transistor has very high current rating at low drop across transistor itself and relationship between base current and collector current is extremely linear, firm says, claiming gain is exceptionally high for power level. Complete data on Type 2N115 is available on request from company at 230 Duffy Ave., Hicksville.

MANUFACTURING PEOPLE

Harry Oedekerk, chairman of the Hycon Mfg. Co., elected to the board of Avco Mfg. Co., and James R. Kerr, director of Avco's West Coast division, elected to the Hycon board. Exchange of board representation follows Aug. 23 announcement that Avco, after acquiring an interest in Hycon, established an inter-company relationship.

Howard W. Sams has been elected board chairman and **J. A. (Shine) Milling** president of Howard W. Sams & Co. Inc., Indianapolis, electronic engineering, research and technical publishing firm. Mr. Sams has been president since 1946 and Mr. Milling executive vice president and general manager of the firm for the past three years.

MR. SAMS MR. MILLING

Andrew C. Freimann, General Motors Delco appliance division general sales manager, to York Corp. (refrigeration, air conditioning) as vice president in charge of marketing.

Philip H. Weil, district sales manager for General Electric's radio and tv department in Dallas, appointed to a similar post for the New York metropolitan area. Mr. Weil replaces **Harold J. McCormick,** recently named advertising and sales promotion manager of the department.

Norman M. Howden, publicity director, Charles L. Rumrill & Co. (adv.), Rochester, N. Y., to Stromberg-Carlson, same city, as staff assistant to public relations director.

Marvin J. Fein, General Electric International, named manager, Export Div. of Berlant-Concertone, Audio Div. of American Electronics. It was also announced that all sales of Berlant-Concertone recorders for export, excepting Canadian shipments, will be handled by the new New York office, located at 232 Madison Ave.

Gerald M. Moch, appointed engineering representative for New York territory by Radio Condenser Co., Camden, N. J. Mr. Moch is headquartered at 15 Exchange Place, Jersey City.

KFMB-TV FILMS GROCERYMEN

KFMB-TV San Diego recently wound up one of its biggest production jobs, filming state Grocers' Assn. convention from beginning to end, not for telecasting primarily, but to give grocers a documentary of their event. Short takes were used on KFMB-TV *Newsreel* show, but staff worked at breakneck speed to show grocers more than 20,000 feet of convention film before they went home. Dan Bellus, head of Wrather-Alvarez Bcstg. sales development and promotion dept., who supervised operation, was able to show the movie two and a half hours after final shots. Film is also to be used for regional grocers' groups and other meetings.

WSAZ MAKES DISC AWARDS

WSAZ Huntington, W. Va., platter maestro Lloyd Garten delivered award plaques recently to winners in station's annual listener poll of record popularity. Recipients were Doris Day, Eddie Fisher, the McGuire Sisters, Les Baxter and the Crew Cuts.

SENTINEL SALUTES RADIO-TV

THE *Milwaukee Sentinel's* "TeleSCOPE," Sunday newspaper magazine, recently devoted 44-page issue to area radio and television fall programs. Radio disc jockeys and tv networks received special pages. Advertisers were radio-tv set retailers and stations.

FARM-CITY WEEK OBSERVANCE

IN observance of Farm-City Week (Oct. 23-29), radio and television stations and networks are planning extensive coverage, including pick-ups of many local events and integration on various programs. Farm-City Week has been established to dramatize the close interdependence of the farm and the city.

WICS (TV) STARTS QUIZ SHOW

QUESTIONS that can be answered by viewers at home as well as studio audiences form the basis of a new type quiz program, *Fun 'n' Fortune*, begun by WICS (TV) Springfield, Ill. Sponsored weekly by Eisner Food Stores, each program includes 21 questions to be honored with prizes. Cards for each program are distributed to Eisner stores, picked up by viewers for use on the programs (without any need of purchases) and returned to the stores for checking. Tickets for program also are made available at stores.

Oops!

THREE-month old KLIN Lincoln, Neb., gained a renewal because the advertiser phoned in a cancellation of his commercial.

A local restaurant owner ordered a few spots to publicize his recent remodeling and after business increased phoned the station to cancel his order. Through a mixup in shifting the call to the sales department, he was transferred to an "on the air" telephone show and the cancellation order was broadcast without the advertiser's knowledge.

Things begin to happen immediately. Listeners called wanting to know why business was conducted over the air. KLIN salesmen were questioned by other clients. The restaurant owner was kidded by friends and people he didn't even know. He called again, this time getting the right department, and said, "Look, if radio can cause that much comment, I want some more time."

WESTINGHOUSE - owned WOWO Ft. Wayne, Ind., instituted Michigan Peach Day this year as a test for the Michigan Dept. of Agriculture's plans for marketing fruit crops throughout the Midwest. Free Michigan peaches offered listeners brought WOWO more than 17,000 post-card bids for prizes. Eating their peaches are: (l to r) Jim Neville, Dancer-Fitzgerald-Sample Inc. timebuyer, New York; Robert Somerville, Free & Peters Inc. account executive, New York, and Eldon Campbell, national sales manager for Westinghouse Broadcasting Co.

FOR LATE VIEWERS

WLWC (TV) Columbus, Ohio, has an offbeat offering among late, late shows with its *One O'clock Jump* program, a two-hour dance, disc-jockey party which goes on the air "live" from the station's studios every Friday at midnight. Despite the late hours, the show has had amazing success in securing audiences, the station says. Over 100 couples have swamped the studio every week to dance before the tv cameras and sip soft drinks. WLWC keeps eight switchboard operators busy handling the usual two to three thousand requests that pour in from viewers during the program.

BI-LINGUAL HISTORY SERIES

SERIES of historical sketches dealing with phases of Canadian history since 1759 are being televised alternate weeks on CBMT (TV) Montreal, and the Canadian tv network. The program *Dateline* will have a bi-lingual cast and there will be telecasts in both English and French of each episode, the cast doing the show in English one week, and the next week in French. The series is written by Jean Desprez and Joseph Schull, both of Montreal, and is based on research in Canadian archives.

NBC GUARANTEED VIEWERS

STATISTICIANS might be interested to know that come 8 p.m. EDT, Monday, Oct. 17, 1955, there will be four more color-tv sets in operation, and NBC-TV assumes that these sets will be tuned to *Producers' Showcase* that evening for the telecast of "Cyrano de Bergerac."

Four RCA "Seville" color sets will be awarded to the persons who successfully complete in 25 words or less the statement: "I want to see 'Cyrano de Bergerac' in color on NBC-TV, Oct. 17, because . . ." Contest, already under way, is sponsored by Dave Garroway's *Today*.

MORE THAN "JUST A TOWER"

IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS

TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

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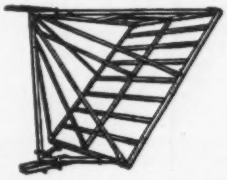

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Retail Sales—$885,484,000
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**THE BUILDERS—
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**Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families**

**NAIL DOWN THIS RICH
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See *FORJOE* & CO.

WISL
1 KW—Shamokin, Pa.

WHWL
1 KW—Nanticoke, Pa.

MOST ADVANCED
REMOTE CONTROL
EVER DESIGNED

Interested in cutting operational costs? Rust's two new remote control systems can save your radio station thousands of dollars each year! New custom-engineered designs, for both directional and non directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?

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24 FUNCTION SYSTEM

Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

10 FUNCTION SYSTEM

Recommended for use in non directional installations where no more than 10 control and metering functions are required.

WGN CO-SPONSORS EVENT

THREE-DAY Illinois "Corn Harvest Days Festival," officially proclaimed by Gov. William Stratton and co-sponsored by WGN-AM-TV Chicago, drew over 40,000 people in Pontiac, Ill. Festival was climaxed with the fourth annual Illinois mechanical corn-picking contest. WGN Inc. awarded a $500 defense bond to the first-place winner and a $100 bond in old-fashioned hand husking event. WGN radio broadcast most of the events and staged a variety show featuring its own radio-tv stars and WGN-TV aired films of the event.

NEW RIN TIN TIN PRODUCTS

WITH licensing of four new companies to make *Rin Tin Tin* products, there are now 35 items being manufactured under network dog hero's name, Screen Gems Inc., Columbia Pictures Corp. subsidiary, says. Newly licensed companies are Breyer Moulding Co., Chicago, making plastic reproduction of Rin Tin Tin; Outdoor Supply Co., N. Y., camping gear; Gem Dandy Inc., N. Y., leather belts, and Simon & Shuster, N. Y., Rin Tin Tin "Golden Book" and coloring book.

COWBOYS, TRAINS ON KTNT-TV

KTNT-TV Tacoma, Wash., has launched new kid show, *Autry-Rogers Theatre*, with movies supplemented by "Engineer Walt" (Dave Richardson) and his elaborate model train props in live segment. Show is seen daily, 5-6:15.

WBC HOLDS MAN FOR DENVER

WESTINGHOUSE BROADCASTING stations held onto a departing newsman long enough to get daily direct reports from Denver on the President's illness—making it the only independent broadcasting group with its own man on the spot, it believes. When company President Chris Witting decided to send a man, Jerry Landay was turning over his duties as KDKA Pittsburgh news director to his successor, Jim Snyder, before joining Tex McCrary in New York as his radio-tv producer. With Mr. McCrary's cooperation newsman Landay hastily changed plans and soon was beep-phoning five reports daily from Denver to WBC radio and television stations. Mr. McCrary, who is also using the reports, has agreed to Landay's remaining in Denver as long as WBC deems worthwhile.

KLZ STAFFS BIGGEST STORY

STAFFERS of KLZ-AM-FM-TV Denver put in some of the finest—and longest—hours of their careers recently when the President's illness turned the summer White House at Lowry Air Force Base there into the world's most hectic news capital. KLZ, with a full crew of radio and tv engineers, cameramen and floormen on duty 24 hours a day working with CBS networks and local staff, claims it was the only Denver station to so staff the story. When it broke, crews were called back from football coverage and put to work at the Lowry press room. Thereafter some went as long as 42 hours without sleep and hot meals.

RADIO SILENCE FOR PRESIDENT

WFAS White Plains, N. Y., is observing 30-second period of silence daily at 11 a.m. for prayer in behalf of President Eisenhower. Idea came from listener, Mrs. Lillian Warren of Tarrytown, N. Y. Frank Seitz, WFAS general manager, expressed hope other stations across the country would follow suit.

WBZ STIRS UP APPLE STEW

WBZ-WBZA Boston personalities George Le Blanc and Carl deSuze unwittingly touched off a "friendly feud" among New England apple growers recently and crates of the fruit are arriving at the studios from all over the area. Mr. deSuze, loyal to New Hampshire, kindled the feud by refusing an apple from Mr. Le Blanc's home state of Vermont. Others of the staff joined in, defending apples of Connecticut, Maine, Massachusetts and Rhode Island. Oregon apples have arrived from WBZ's sister station KEX Portland, along with a flood of mail from all parts of the country.

APPEARANCE ON WKY-TV PAYS

WKY-TV Oklahoma City program interviewees don't have to answer questions to win large sums of money. Alex Malikoff, 17-year-old German refugee student at Oklahoma City U., appeared briefly on the Prissy Thomas *Guest Room* show and shortly afterward found himself $1,000 richer. A director of the Rapp Foundation saw the show and called Mr. Malikoff immediately to inform him of the Foundation grant. The mailman verified this call the next morning, bringing the student a check for $300 with an official letter.

WTVJ (TV) SENDS FRUIT

WTVJ (TV) Miami recenlty sent out 100 boxes of avocadoes to agencies, networks and clients with note saying, "A healthful reminder that the Miami market is in the healthiest condition ever . . . still gaining."

KTVT (TV) SELLS STATE FAIR

KTVT (TV) Salt Lake City and Continental Oil Co. set new station record for single remote telecast sponsorship with completion of 10 days of Utah State Fair coverage. Station staff and sponsor took viewers on complete tour of the event, averaging two hours of fair programming daily.

KTRE-TV WEATHER CONTEST

KTRE-TV Lufkin, Tex., is encouraging viewers to outwit the local weatherman in its "First Norther" contest. Entrants 100 miles away are predicting exact moment when Lufkin temperature will hit 38° F. When time comes, best guesser gets $350 tv set, with next best receiving $100 and $50 savings bonds.

WTIC BACKS FUTURE FARMER

WTIC Hartford, Conn., has picked a young participant in the WTIC *Farm Youth Program* to go as station's guest to Future Farmers of America national convention this week in Kansas City. Arnold Hinckley, 17, of Windham, was chosen after visit of committeemen to see his work toward establishing a good herd. One of the winner's Holsteins was purchased on a WTIC *Farm Youth Program* loan a year and a half ago.

WPTZ (TV) DOCUMENTS RACKET

WPTZ (TV) Philadelphia Saturday climaxed a month of underground work with police department with first of two documentaries on numbers racket and bootlegging in area. Reporter Taylor Grant used film shot on police raids and at interrogations for half-hour 7 p.m. *Tele-Scope* shows. With him in studio were police and legal authorities.

KFYR-tv
KFYR-tv

KFYR-TV Bismarck, N. D., presented Gov. Norman Brunsdale of North Dakota (3d from r) on its live network dedication program Sept. 28. KFYR-TV, one of the first stations to use Bell System's new "off-the-air" pickup service, brought viewers 1955 World Series from NBC on initial live network show. Participating in the dedication are (l to r) Vern Holman, AT&T; William Moeller, president, Bismarck Chamber of Commerce; Evan Lips, mayor of Bismarck; Gov. Brunsdale; Mrs. Etta H. Meyer, president, Meyer Bcstg. Co. (KFYR-AM-TV) and Frank E. Fitzsimonds, company executive vice president.

WVDA COVERS CARLING OPEN

WVDA Boston presented 30 special broadcasts and utilized over $25,000 worth of equipment in hole-by-hole coverage of area's largest golf tournament, Carling's Charles River Country Club $50,000 open, recently. Station used staff of 10 for exclusive coverage throughout five-day tourney, sponsored by 1st Naval District Headquarters Recruiting Bureau.

COLLEGIATES GRILL BUTLER

RUTH Geri Hagy's ABC-TV interview show, *College Press Conference*, opened new season yesterday (Sun.) with Paul Butler, Democratic National Committee chairman, as guest. Series, originating from WMAL-TV Washington, D. C., will celebrate its fourth anniversary Oct. 16 wth a special interview on peace and disarmament with the Hon. Harold E. Stassen, special assistant to the president on disarmament. Mr. Stassen will appear on the telecast for the third consecutive year.

PENNIES FROM KHJ-TV

KHJ-TV Los Angeles sent out caricature drawing with a copper penny supporting a cowboy hat to herald the premiere of the *Hank Penny Show*. Westinghouse-sponsored show is on station Tuesdays, 8-9 p.m.

FARM STAFF PEN NEWS NOTES

WIBW-AM-TV farm staff, "Wilbur, Wes and Dick," have inaugurated series of monthly reports on local farm situation. Mimeoed "Kansas Farm Notes" cover farm facts, sidelights and humor.

TELECAST COMMERCE REPORT

KIMA-TV Yakima, Wash., scored probable tv "first," it believes, with recent half-hour telecast of local Chamber of Commerce annual report. Show utilized live action, newsfilm and photos and was seen by Chamber at its annual banquet meeting, as well as by viewers at large.

WKBV VISITED BY 10,000 FANS

LISTENERS, more than 10,000 of them, braved drizzling rain, inadequate public transportation and short parking space to answer the open house invitation of WKBV Richmond, Ind., on its 29th anniversary last month. Visitors came from 25 miles around, from 6 a.m. in the morning until after 10 p.m., with roses, cigars, balloons and one radio door prize the only inducements. WKBV drew the crowd of visitors mainly by its air invitations, with only 5% of publicity budget spent in other media. During peak hours visitors were directed by sheriff's deputies and station staff to come back later when parking space might be available. And they did, on into the following day, long after gifts ran out.

AIRS 'TEXAS TOWER' REPORT

NEWSMAN Ralph Morse of WEEI Boston recently relayed the first full-scale broadcast from U. S. Air Force's new ocean-based Georges Bank radar station, popularly known as "Texas Tower." Taken to tower in tugboat, the newsman was raised in a basket by boom 100 feet to the helicopter deck of the steel and concrete island. Prior to this first full-scale broadcast from the tower WEEI had received hurricane reports from there by telephone.

KFAB CLAIMS HURRICANE BEAT

HUGH McCOY, KFAB Omaha news director, scored a major news beat, the station says, with early eyewitness reports of Hurricane Janet's impact on Central America. A ham operator hearing the first distress calls from Corozal, British Honduras, patched a recorder into his shortwave rig and taped a dramatic account by the Rev. Philip E. Pick at Corozal. The Rev. Pick's shortwave report, broadcast from the only transmitter in operation at the storm scene, was aired by KFAB less than an hour later on Mr. McCoy's 6 p.m. newscast.

WIS-TV AIRS SHOW FOR DEAF

WIS-TV Columbia, S. C., presented first of *Bible for the Deaf* series yesterday. Studies are presented by Edwin Sampson of Columbia's First Baptist Church Sunday school department and interpreted in sign language by Mrs. Jewel Duvall.

WEDNESDAY ACTION ON KTTV

KTTV (TV) Los Angeles is touting its Wednesday night adventure programming with a toy police car and cable car paper weight mailing to trade. Two-hour action film block begins at 8:30 with *The Lone Wolf*, followed by *San*

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Francisco Beat, City Detective and *Sherlock Holmes. San Francisco Beat* and *City Detective* both debuted on the station last week.

CLEVELAND CHOIRS ON TV

WNBK (TV) Cleveland recently presented first of Sunday morning choral series, *Mary Holt's Spirituals*, featuring local choirs. Program, tv version of six-year favorite on Cleveland radio, is sponsored by Shaw's Jewelry. Mary Holt, show's conductor, got into broadcasting by accident six years ago when, as co-owner of record store, she decided to do her own commercials. They not only sold her own business, but won her programs 46 other sponsors as well.

CBS NEWS SHOWS INCREASED

PLANS were announced last week by CBS Radio to broadcast 25 regularly-scheduled five-minute news programs every weekend beginning Saturday, Oct. 8. This schedule, in addition to five 15-minute weekend news programs and three special news reports, will provide "the most extensive and complete coverage broadcast by CBS News," according to a network spokesman. CBS News correspondents will broadcast on virtually an hour-to-hour basis on the news programs. When practicable, foreign and domestic correspondents will be picked up at points where news is developing.

SEE SERIES ABOARD BUS

WSAZ-TV Huntington, W. Va., and Ohio Valley Bus Co. teamed up to bring World Series to shoppers and office workers via color tv. Sets provided by distributors were placed in busses parked downtown, with overflow crowds going to WSAZ-TV studios and tv retail stores for the colorcasts.

'OMNIBUS' IN FOURTH SEASON

FOR the fourth consecutive season, *Omnibus* returns to CBS-TV (Sun. 5-6:30 p.m.) with a wide range of plans that include the "Omnibus World's Fair," a series which will take the viewer all over the world to examine the present state of civilization; Eartha Kitt in Oscar Wilde's play "Salome"; a three-part story on "Our Living Constitution"; James Thurber's boyhood memories, and the recollections of the Rev. Dr. Harry Emerson Fosdick, founder and pastor of Riverside Church in New York.

Station Authorizations, Applications

(As Compiled by B • T)

September 29 through October 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations As of Aug. 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,747	525	144
Cps on air	11	15	†325
Cps not on air	115	16	111
Total on air	2,758	540	469
Total authorized	2,873	556	580
Applications in hearing	149	3	165
New station requests	215	6	24
New station bids in hearing	91	0	110
Facilities change requests	138	6	35
Total applications pending	766	138	242
Licenses deleted in Aug.	1	1	0
Cps deleted in Aug.	3	0	4

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* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Oct. 5

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,764	2,757	165	239	155
Fm	540	521	38	12	3

Tv Summary Through Oct. 5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	313	604[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	333	103	436
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	950	337	750	536	1,287[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,010	337	782	564	1,347[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.

[2] One educational uhf has been deleted.

[3] One applicant did not specify channel.

[4] Includes 34 already granted.

[5] Includes 638 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Minot, N. D.—Meyer Bcstg. Co., granted vhf ch. 10 (192-198 mc); ERP 29.5 kw vis., 14.8 kw aur.; ant. height above average terrain 90 ft., above ground 130 ft. Estimated construction cost $122,000, first year operating cost $65,000, revenue $60,000. Post office address 200½ Fourth St., Bismarck, N. D. Studio location Minot. Trans. location near Minot. Geographic coordinates 48° 14′ 50″ N. Lat., 101° 20′ 16″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Hogan & Hartson, Washington, D. C. Consulting engineer Page, Creutz, Garrison & Waldschmidt, Washington, D. C. Applicant is licensee of **KFYR-AM-TV Bismarck.** Granted Oct. 5.

APPLICATIONS

Yuma, Ariz.—Wrather-Alvarez Bcstg. Inc., vhf ch. 13 (210-216 mc); ERP 26.7 kw vis., 13.35 kw aur.; ant. height above average terrain 618 ft., above ground 667.25 ft. Estimated construction cost $320,000, first year operating cost $300,000, revenue $400,000. Post office address 1405 Fifth Ave., San Diego, Calif. Studio location Yuma. Trans. location on U. S. Hwy. 80 in Imperial County, Calif. Geographic coordinates 32° 45′ 6″ N. Lat., 114° 46′ 21″ W. Long. Trans. and ant. GE. Legal counsel Welch, Mott & Morgan, Washington. Applicant is licensee of **KFMB-AM-TV San Diego, Calif.** Pres. **J. D. Wrather Jr.** (38.8%) has cp for Boston ch. 44, has 25% interest in Superior Television Inc., one of applicants for Corpus Christi, Tex., ch. 10, and is non-stockholding director of **KOTV (TV) Tulsa, Okla.** Vice Pres.-Treas. **Maria Helen Alvarez** (38.8%) is 25% Superior owner and also non-stockholding director of **KOTV (TV).** Edward Petry & Co. holds other 22.2% in applicant. Filed Oct. 4.

Ironwood, Mich.—Upper Michigan-Wisconsin Bcstg. Co., vhf ch. 12 (204-210 mc); ERP 370 w vis., 185 w aur.; ant. height above average terrain 562 ft., above ground 320 ft. Estimated construction cost $59,004.41, first year operating cost $80,000, revenue $88,000. Post office address 124 E. McLeod Ave., Ironwood. Studio and trans. location Ironwood. Geographic coordinates 46° 26′ 53″ N. Lat., 90° 09′ 28″ W. Long. Trans. and ant. Dage. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Applicant is 51% owner **WIKB Iron River, Mich.,** and licensee of **WATW Ashland, Wis.,** and **WJMS Ironwood.** Filed Sept. 30.

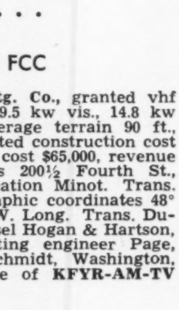
Clovis, N. M.—KICA Inc., vhf ch. 12 (204-210 mc); ERP 29.740 kw vis., 16.045 kw aur.; ant. height above average terrain 218.80 ft., above ground 240.25 ft. Estimated construction cost $210,500, first year operating cost $144,000, revenue $200,000. Post office address 520 Pile St., Clovis. Studio and trans. location Clovis. Geographic coordinates 34° 23′ 52.8″ N. Lat., 103° 11′ 58.4″ W. Long. Trans. and ant. GE. Legal counsel D. F. Prince, Washington. Consulting engineer John H. Mullaney, Washington. Applicant is licensee of **KICA Clovis.** Filed Oct. 5.

APPLICATION AMENDED

Cheboygan, Mich.—Midwestern Bcstg. Co. amends application for new tv to specify ERP of 21.3 kw vis., 11 kw aur., change type of trans. and ant., ant. height above average terrain to 652 ft. and make other equipment changes. Amended Sept. 30.

PETITION

Wenatchee, Wash.—Wescoast Bcstg. Co. (KPQ) petitions FCC to amend sec. 3.606 so as to provide for re-allocation of ch. 18 from Bellingham, Wash., to Wenatchee and substitute ch. 46 for 18



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in Bellingham. Received Sept. 23; announced Sept. 30.

Existing Tv Stations . . .

APPLICATIONS

KIEM-TV Eureka, Calif.—Seeks mod. of cp to change ERP to 100 kw vis., 50 kw aur. and make equipment changes. Ant. height above average terrain 1,653 ft. Filed Oct. 4.

WSEE (TV) Erie, Pa.—Seeks mod. of cp to make ant. change. Ant. height above average terrain 931 ft. Filed Oct. 4.

WGAL-TV Lancaster, Pa.—Seeks mod. of license to change studio location, main trans. and ant. to Columbia Pike and Abbeyville Rd., West of Lancaster, Pa. and request waiver of sec. 3.613 of FCC rules. Filed Oct. 5.

APPLICATION AMENDED

WCOC-TV Meridian, Miss.—Amends application to furnish additional financial data, loan agreement and request waiver of sec. 3.613 of FCC rules. Amended Oct. 3.

PETITION

WMUR-TV Manchester, N. H.—Petitions FCC to amend sec. 3.610 (a) (1) (i) and of Appendix I, Fig. 1 so as to re-draw zone line in New Hampshire and Vermont so that all portions of New Hampshire and Vermont lying above 42° 55′ parallel will fall in Zone II rather than Zone I, or include within Zone II all of New Hampshire and Vermont and exclude from Zone I those portions of these states now lying in Zone I. Received Sept. 26; announced Sept. 30.

New Am Stations . . .

ACTION BY FCC

Lancaster, Ohio—Lancaster Bcstg. Co. application for cp to operate on 1080 kc, 250 w D dismissed at request of applicant. Dismissed Oct. 3.

APPLICATIONS

Fort Smith, Ark.—H. Weldon Stamps, 1410 kc, 500 kw D. Post office address 2000 N. 52nd St., Fort Smith. Estimated construction cost $9,000, first year operating cost $30,000, revenue $42,000. Mr. Stamps is vice president-general manager of **KFSA-AM-FM-TV Fort Smith** and holds the same position with **KBRS Springdale, Ark.,** and **KHBG Okmulgee, Okla.** Mr. Stamps informed FCC these connections would be severed should his application be granted. Filed Oct. 3.

Little Rock, Ark.—Sepia Bcstg. Co., 1460 kc, 1 kw D. Post office address 1 Prentiss St., Natchez, Miss. Estimated construction cost $7,350, first year operating cost $24,000, revenue $36,000. Principals are **Mrs. Mary Davis Barland** (50%) and **Mrs. Juanita L. Wilson,** housewives. Neither holds broadcast ownership. Filed Oct. 4.

Madera, Calif.—Ian S. Lansdown, 1300 kc, 500 w D. Post office address 1858 E. Villa St., Pasadena, Calif. Estimated construction cost $18,815.85, first year operating cost $14,400, revenue $21,600. Mr. Lansdown is announcer-engineer at **KUTE Glendale, Calif.** Filed Oct. 5.

Fort Walton Beach, Fla.—West Florida Bcstg. Service, 950 kc, 1 kw D. Post office address Fort Walton Beach. Estimated construction cost $17,415, first year operating cost $27,500, revenue $38,000. Sole owner of applicant is H. French Brown Sr., former 50% owner **WCNU Crestview, Fla.** Filed Oct. 3.

Monmouth, Ill.—Prairieland Broadcasters, 1330 kc, 1 kw D. Post office address R.R. #3, Mount Carmel, Ill. Estimated construction cost $20,900, first year operating cost $48,000, revenue $50,000. Among nine principals in unequal partnership are **Stephen P. Bollinger,** 25% owner **WVMC Mount Carmel,** 22.5% owner **WIZZ Streator, Ill.;** **Joel W.** and **Ben H. Townsend,** attorneys, each owning 18.7% **WVMC,** 6% **WIZZ,** 6.25% **WILO Frankfort, Ind.,** and 6.25% **WINL Lebanon, Ind.;** **Morris E. Kemper,** accountant, owner 37.5% **WVMC,** 11.5% **WIZZ,** 12.5% **WILO,** and 12.5% **WINL;** **T. Keith Coleman,** theatre owner, 11.5% owner **WIZZ;** **Theodore M. Nelson,** 50% owner **WILO** and 50% owner **WOHP Bellefontaine, Ohio,** and **Charles Vandever,** 22.5% owner **WIZZ,** 25% **WVMC.** Filed Sept. 30.

Fort Dodge, Iowa—Fort Dodge Broadcasters Inc., 540 kc, 1 kw D. Post office address 400 Commerce Bldg., Sioux City, Iowa. Estimated construction cost $36,950, first year operating cost $56,100, revenue $80,000. Principals include Pres. **Harold W. Cassill** (8.33%), manager **KTRI Sioux City, Iowa,** and Vice Pres. **Wyman N. Schnepp** (8.33%), **KTRI** sales staff member. Filed Oct. 4.

Muleshoe, Tex.—David W. Ratliff, 1380 kc, 500 w D. Post office address Box 1123, Stamford, Tex. Estimated construction cost $15,482, first year operating cost $24,000, revenue $29,000. Mr. Ratliff owns **KDWT Stamford.** Filed Oct. 5.

Waco, Tex.—R. E. Lee Glasgow, 940 kc, 500 w D. Post office address 3301 Castle Ave., Waco. Estimated construction cost $26,000, first year operating cost $108,000, revenue $120,000. Mr. Glasgow is part owner wired music service, majority owner Southwest Adv. Agency, majority stockholder **KAND Corsicana, Tex.,** and is general manager (no stock) **WACO Waco. WACO** affiliation will be terminated if present application is granted. Filed Oct. 3.

APPLICATIONS AMENDED

Lorain, Ohio—Sanford A. Schafitz amends application for cp to operate on 1380 kc, 500 w D to change trans. location to 1,500 ft. south of city limits, Lorain. Amended Sept. 30.

Burns, Ore.—Radio 395 amends application for cp to operate on 1340 kc, 250 w unl. to specify name of applicant as Radio 395-B Inc. Amended Sept. 30.

Olympia, Wash.—Donald F. Whitman amends application for cp to operate on 800 kc, 250 w D to specify frequency of 1440 kc, 500 w. Amended Sept. 30.

Existing Am Stations . . .

ACTIONS BY FCC

WBEC Pittsfield, Mass.—Granted cp to change trans. location. Granted Sept. 30; announced Oct. 4.

WPUV Pulaski, Va.—Granted extension of authority to sign-on at 6 a.m., sign-off at 8 p.m., Mon.-Sat.; sign-on 8 a.m., sign-off at 8 p.m., Sun., through Oct. 15. Granted Sept. 30; announced Oct. 4.

WJMC Rice Lake, Wis.—Application for cp to mount fm ant. on top of am tower (increase height) and make ant. system changes returned because engineering dated after verification. Returned Oct. 5.

WKLJ Sparta, Wis.—Application for mod. of cp to change studio location and operate trans. by remote control from 124½ S. Water St., Sparta returned to applicant. Necessary to complete Sec. I. Returned Oct. 4.

APPLICATIONS

WGOV Valdosta, Ga.—Seeks cp to change from DA-2 (D and N) to DA-N and make ant. system changes. Filed Oct. 3.

KUZN West Monroe, La.—Seeks mod. of cp to change studio location, and operate trans. by remote control from 218½ Trenton St., West Monroe, La. Filed Oct. 4.

KNIM Maryville, Mo.—Application for cp to change from 1580 kc to 1230 kc; decrease power from 250 w to 100 w and change hours of operation from D to unl. resubmitted. Resubmitted Oct. 5.

KILO Grand Forks, N. D.—Seeks cp to change ant.-trans. location from Grand Forks to East Grand Forks, Minn., and make changes in ant. system (increase height). Filed Oct. 4.

KOOS Coos Bay, Ore.—Seeks cp to change from 1230 kc to 1260 kc; increase power from 250 w to 1 kw; install DA-N and change ant.-trans. location from Hall Bldg., Coos Bay to "C" St., Eastside, Ore. Filed Oct. 4.

WTIV Titusville, Pa.—Seeks cp to move ant.-trans. location 900 ft. north of present site. Filed Oct. 4.

KTBB Tyler, Tex.—Seeks cp to increase D power from 500 w to 1 kw. Filed Sept. 30.

New Fm Stations . . .

APPLICATIONS

Phoenix, Ariz.—James T. Ownby, 98.5 mc, 1.44 kw unl. Post office address 103 Mayer-Heard Bldg., Phoenix. Estimated construction cost $5,050, first year operating cost and revenue not given. Mr. Ownby owns **WJXN Jackson, Miss.,** and 40% of **WDOB Canton, Miss.** Filed Oct. 4.

Milton, Pa.—John S. Booth, 99.3 mc, 34 w unl. Post office address 220 Norland Ave., Chambersburg, Pa. Estimated construction cost $1,250, first year operating cost $1,000, revenue $1,000. Mr. Booth is 33% owner **WCHA-AM-FM Chambersburg, Pa.,** 50% owner **WTVE (TV) Elmira, N. Y.,** 45% owner **WTOW Towson, Md.,** and owner **WMLP Milton.** Filed Sept. 30.

Columbus Bay, Christiansted, St. Croix, Virgin Islands—West Indies-Caribbean Radio, 100.1 mc, 78 w unl. Post office address Kingshill Post Office, St. Croix, Virgin Islands. Estimated construction cost $8,400, first year operating cost $10,950, revenue $15,000. Applicant is wholly-owned by Mary Louise Vickers who holds cp for **WICR Cruz Bay, St. John, Virgin Islands.** Filed Oct. 4.

Existing Fm Stations . . .

ACTIONS BY FCC

WBEC-FM Pittsfield, Mass.—Granted cp to change trans. and studio location. Granted Sept. 30; announced Oct. 4.

WKAR-FM East Lansing, Mich.—Granted cp to change ERP to 93 kw; ant. height to 260 ft. and change ant. system, subject to engineering conditions. Granted Sept. 29; announced Oct. 4.

APPLICATIONS

WBEC-FM Pittsfield, Mass.—Seeks cp to change trans.-studio location to 33 Eagle St., Pittsfield. Filed Sept. 30.

KDKA-FM Pittsburgh, Pa.—Seeks cp to change trans. location to 4101 Grizella St., Pittsburgh; ERP to 47.1 kw, and make ant. system changes. Operation by remote control from 310 Grant St., Pittsburgh, also requested. Filed Oct 4.

WJMC-FM Rice Lake, Wis.—Seeks cp to change ERP to 15.6 kw; ant. height above average terrain to 543 ft. and make ant. system changes. Filed Oct. 4.

Ownership Changes . . .

ACTIONS BY FCC

WGWD Gadsden, Ala.—Granted transfer of control to Rome Bcstg. Corp., Blue Ridge Bcstg. Co. and Southland Pub. Co. for $37,500. Rome Bcstg. (36%) owns **WRGA Rome Ga.** Charles Smithgall, 40% owner of Rome Bcstg., is sole owner **WGGA Gainesville, Ga.** and pres.-treas. *Gainesville* (Ga.) *Daily Times.* Louis R. Fockele, is dir.-vice pres. of **WRGA** and **WGGA.** Blue Ridge (32%) is **WGGA** licensee. Southland Pub. Co. is *Daily Times* publisher and has 20% interest in Rome Bcstg. Messrs. Smithgall and Fockele each hold 30% interest in applicant for new am station in Murphy, N. C. Granted Oct. 5.

KOLD Yuma, Ariz.—Granted transfer of control to Henry H. Schechert and W. J. Hawthorne for $16,086. Mr. Schechert, with various business interests, is buying 980 share of 1,950 shares issued. Mr. Hawthorne, who owns 25.6% in station, will control 49.6%. Mr. Hawthorne owns 50% H-K Productions (movies for tv). Granted Oct. 5.

KBAK Bakersfield, Calif.—Granted assignment of license to Paschall, Tullis & Hearne for $85,000. Present licensee, Bakersfield Bcstg. Co., retains ownership of **KBAK-TV** there. Principals in equal partnership are **Benton Paschall,** radio management sales consultant; **Howard L. Tullis,** 50% owner Tullis Co. (adv. agency), Hollywood, Calif., and **John P. Hearne,** attorney, 6½% owner **KVEN Ventura, Calif.,** 5% of **KUAM Guam,** officer-dir. **KBAK-AM-TV** and officer-dir. **KYA San Francisco, Calif.** Granted Oct. 5.

KSTN Stockton, Calif.—Granted transfer of control to Knox LaRue from L. E. Chenault through sale by Mr. Chenault of 7.5% interest to Mr. LaRue for $7,950. Mr. LaRue will now own 56.67% and Mr. Chenault 20%. Granted Sept. 28; announced Oct. 4.

KOLR Sterling, Colo.—Granted relinquishment of negative control from present stockholders. One-third of outstanding stock goes to John E. Gazdik for $13,000. Present owners retain 66.6% stock with Petteys family owning 33.3% and re-

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Where the celebrities
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KNOTT HOTELS

maining stockholders owning 33.3%; no positive or negative control as such. Mr. Gazdik is **KOLR** salesman. Granted Oct. 5.

WALT Tampa, Fla.—Granted assignment to Harold Kaye (51.6%), Emil J. Arnold (48.33%) and others for $100,000 plus $400 per month for 10 years. Sale is made to fulfill commitments made during hearing for ch. 13 **WTVT (TV) Tampa, Fla.** Mr. Kaye is 25% owner **WLOW Portsmouth, Va.**, and 25% owner **WORC Worcester, Mass.** Mr. Arnold is 50% owner **WMFJ Daytona Beach, Fla.**, 25% owner **WLOW** and is sole proprietor of Commonwealth Adv. Agency, Boston, Mass. Granted Oct. 5.

WOPA-AM-FM Oak Park, Ill.—Granted assignment of license to Richard Goodman, Mason Loundy, Egmont Sonderling and WOPA Inc., a partnership d/b as Village Bcstg. Co. Messrs. Goodman, Loundy and Sonderling assign half of their interests in station so that WOPA Inc. owns 50%, Mr. Goodman 27.5%, Mr. Sonderling 12.5% and Mr. Loundy 10%. No actual change in individuals' control of licensee. Granted Sept. 27; announced Oct. 4.

KTSW Emporia, Kan.—Granted assignment of license to Lyon County Bcstg. Co. for $55.000 plus assumption of $4,000 mortgage. Principals are Pres. **Sherwood R. Parks** (16%), **KVGB Great Bend, Kan.**, asst. manager; Vice Pres. **Grover C. Cobb** (28%), 20% owner **KVGB**; Treas. **Will L. Townsley** (28%), 26% owner **KVGB** and Sec. **Russell T. Townsley** (28%), 20% owner **KVGB**. Messrs. Townsley are editors, respectively, of the *Great Bend* (Kan.) *Daily Tribune* and the *Russell* (Kan.) *Daily News*. Each owns 33.3% of *Daily Tribune* and 25% of weekly *Great Bend Herald-Press*. Granted Oct. 5.

KCLO Leavenworth, Kan.—Granted assignment of license to John F. Spahr and Edna V. Spahr for $39,000. The Spahrs are to be joint tenants. Mr. Spahr is **KCLO** station manager. Granted Oct. 5.

WINN Louisville, Ky.—Granted transfer of control to WINN Inc. for $63,750. Principals include **Harold Kaye** and **Emil J. Arnold**. For applicants' interests see **WALT** grant above. Granted Oct. 5.

KGWA Enid, Okla.—Granted transfer of control to R. H. Drewry for $62,000. Mr. Drewry has contracted to sell 15.5% of station stock to T. R. Warkentin for $3,875 and 10% to Allan P. Page for $2,500. Mr. Drewry owns one-third **KMID-TV Midland, Tex.**, and 53.5% **KSWO-AM-TV Lawton, Okla.** Mr. Warkentin owns 15.5% **KSWO-AM-TV**, 18% **KMID-TV** and 13.95% of **KRHD Duncan, Okla.** Mr. Page is commercial manager **KANS Wichita, Kan.** Granted Oct. 5.

WKXV Knoxville, Tenn.—Granted transfer of control to Tele-Broadcasters Inc. for $95,000. Sole owner is H. Scott Killgore, sole owner of **WKXL Concord, N. H.**, and **WARE Ware, Mass.** Application is pending for new am at Athol, Mass. Granted Oct. 5.

WDXL Lexington, Tenn.—Granted assignment of license to Lexington Bcstg. Service Inc. for $58,850. Nine principals each own 11.1% stock. Principals Neal B. Bunn and Ben Enochs are manager and chief engineer, respectively, of **WDXL**. Granted Oct. 5.

KZIP Amarillo, Tex.—Granted assignment of license to Panhandle Bcstg. Co. Partner **W. J. Duncan** is selling **Ray Winkler, KZIP** general manager, 10% of his 50% holding for $5,000. David P. Pinkston's 50% interest remains unchanged. Granted Oct. 5.

KTXN Austin, Tex.—Granted transfer of control through sale by Edward C. James of 75% interest to Mrs. O. B. Perot, Robert N. Pinkerton and Edgar B. Pool for $75,000. Mr. Pinkerton is president and stockholder of **WBGE Atlanta.** Mr. Pool is 25% owner of **KIFN Phoenix** and has interest in **WBGE**. Mrs. Perot is life insurance executive. Granted Oct. 5.

KTFS Texarkana, Tex.—Granted transfer of control to Robert S. Bieloh for $72,660 including liabilities. Mr. Bieloh is 75% owner **KBLO Hot Springs, Ark.** Granted Oct. 5.

KCLX Colfax, Wash.—Granted assignment of license from Eugene Pournelle tr/as Whitman County Broadcasters to Adrian DeVries for $30,700. Mr. DeVries was production manager of **KFPY** (now **KXLY-AM-TV**) **Spokane, Wash.** Granted Oct. 5.

APPLICATIONS

KBMW Breckenridge, Minn.—Seeks transfer of control to Robert E. Ingstad for $37,500. Mr. Ingstad is majority stockholder in **KOVC Valley City, N. D.**, and **KEYJ Jamestown, N. D.** Filed Oct. 4.

KOBE Las Cruces, N. M.—Seeks transfer of control to Edwin E. Merriman, Hugh S. Thomas and Robert W. Tobey for $5,349.99 plus assumption of $31,800 indebtedness. Principals are partners in **KOTS Deming, N. M.** Filed Sept. 30.

WISP Kinston, N. C.—Seeks transfer of control (81% of stock) to William B. and Cathryn C. Murphy for $16,000. Mr. and Mrs. Murphy each own 25% of **WGMA Hollywood, Fla.** Filed Oct. 4.

WTRX-AM-FM Bellaire, Ohio—Seeks assignment of license to WTRX Inc. Corporate change only; no change in control. Filed Oct. 4.

Hearing Cases . . .

INITIAL DECISION

KNAC-TV Fort Smith, Ark.—Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of applications of American Television Co. to assign cp for **KNAC-TV**, ch. 5, to Southwestern Pub. Co. for $50,000 plus $5,000 each per year to H. S. Nakdimen and George T. Hernreich during life of seven-year covenants and for extension of time to complete construction of **KNAC-TV**. Action Oct. 3.

FINAL DECISION

WEAT-AM-TV West Palm Beach, Fla.—Sept. 28 FCC dismissed protest and petition of **WIRK-TV West Palm Beach, Fla.**, asking reconsideration of Commission grant on July 27 for transfer of control of **WEAT-AM-TV** from James R. and June H. Meachem to General Teleradio Inc. Comr. Bartley dissented in part. Announced Sept. 29.

OTHER ACTION

Colorado Springs-Manitou Springs, Colo.—Sept. 28. FCC affirmed Sept. 12 order specifying that hearing on applications of Taylor Bcstg. Co., Colorado Springs and Garden of the Gods Bcstg. Co., Manitou Springs, for new am stations (1460 kc) be held in Washington, D. C. Comr. Bartley dissented. Announced Sept. 29.

Routine Roundup . . .

September 29 Decisions

BROADCAST ACTIONS

Commission *en banc*, by Comrs. McConnaughey (Chairman), Hyde, Bartley and Doerfer, took following actions on Sept. 28:

Granted renewal of license of following stations on regular basis: **WSPD-TV Toledo, Ohio; WJBK-TV Detroit, Mich.; WKZO-TV Kalamazoo, Mich.; WBNS-TV Columbus, Ohio; WLWC (TV) Columbus, Ohio; WLWD (TV) Dayton, Ohio; WEWS (TV) Cleveland, Ohio; WJIM-TV Lansing, Mich.; WWJ-TV Detroit, Mich.; WXYZ-TV Detroit, Mich.; WNBK (TV) Cleveland, Ohio; WTAM-AM-FM Cleveland, Ohio; WLWT (TV) Cincinnati, Ohio; WERE-AM-FM Cleveland, Ohio; WCAR Pontiac, Mich.; WJMO Cleveland, Ohio.**

September 30 Decisions

ACTIONS ON MOTIONS

By Comr. Richard A. Mack

KGEO-TV Enid, Okla.—Granted petition for extension of time to Oct. 7 for filing reply briefs to exceptions and supporting briefs as have been or may be filed re ch. 5 proceeding. Action Sept. 27.

By Acting Chief Hearing Examiner Fanney N. Litvin

WNLK Norwalk, Conn.—Granted petition for dismissal without prejudice of its am application; application dismissed. Action Sept. 27.

By Hearing Examiner Hugh B. Hutchison

Issued statement and order in am proceeding involving applications of Rollins Bcstg. Inc., Indianapolis, Ind., OK Bcstg. Co., Indianapolis, Ind., Wireless Broadcasters, Franklin, Ind., Wabash-Peru Bcstg. Co. Inc. (WARU), Peru, Ind., and Twin Valley Broadcasters Inc. (WTVB), Coldwater, Mich., ordering that initial prehearing conference be continued to Oct. 21; that date for exchange of exhibits between parties is fixed for Nov. 10; and that date of hearing is postponed from Oct. 10 to Nov. 18. Action Sept. 28.

By Hearing Examiner Basil P. Cooper

Ordered that supplemental certificate of notary public before whom depositions were taken in am proceeding re application of KY-VA Bcstg. Corp. (WKYV), Harlan, Ky., be received and depositions previously received conditionally are now received; further ordered that affidavit of accountant for Blanfox Radio Co., protestant, marked Exhibit 8, be received and ordered that record be closed and time for filing of proposed findings of fact and conclusions of law remains unchanged; namely, such findings, if filed, are due on or before Oct. 17. Action Sept. 27.

Suburban Bcstg. Corp., Hopkins-St. Louis Park-Edina, Minn.—Granted request for extension of time from Oct. 24 to Nov. 7 to file reply-rebuttal findings in am proceedings. Action Sept. 27.

By Hearing Examiner Herbert Sharfman

WKNX-TV Saginaw, Mich.—Granted petition for extension of time for filing of reply proposed findings of fact and conclusions in ch. 12 proceeding involving application of **WJR**, The Goodwill Station Inc., Flint, Mich.; **(WJRT [TV])** for mod. of cp; time extension from Sept. 30 to Oct. 7. Action Sept. 29.

September 30 Applications

ACCEPTED FOR FILING

License to Cover Cp

KGU Honolulu, Hawaii—Seeks license to cover cp which authorized change frequency.

WKBV Richmond, Ind.—Seeks license to cover cp which authorized changes in ant. system.

WVCH Chester, Pa.—Seeks license to cover cp which authorized increase power, install new ant., and make ground system changes.

KULE Ephrata, Wash.—Seeks license to cover cp which authorized power increase.

Modification of Cp

KKTV (TV) Colorado Springs, Colo.—Seeks mod. of cp to extend completion date to 4-26-56.

WJDW (TV) Boston, Mass.—Seeks mod. of cp to extend completion date.

KTVI (TV) St. Louis, Mo.—Seeks mod. of cp to extend completion date to May 1956.

WSPD-TV Toledo, Ohio—Seeks mod. of cp to extend completion date.

WCOS-TV Columbia, S. C.—Seeks mod. of cp to extend completion date.

KPAR-TV Sweetwater, Tex.—Seeks mod. of cp to extend completion date to 4-20-56.

Renewal of License

WROY Carmi, Ill.; WLBK DeKalb, Ill.; WCRA Effingham, Ill.; WJPF Herrin, Ill.; WKRS Waukegan, Ill.; WDLB Marshfield, Wis.; WMIL Milwaukee, Wis.; WPRE Prairie du Chien, Wis.; WJMC Rice Lake, Wis.; WENR-FM Chicago, Ill.; WBAY-TV Green Bay, Wis.

Subsidiary Communications Authorization

WWRL-FM New York; WHK-FM Cleveland, Ohio; WMCF (FM) Memphis, Tenn.

October 3 Applications

ACCEPTED FOR FILING

Modification of Cp

WNRG Grundy, Va.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

Renewal of License

WDSM-TV Superior, Wis.

October 4 Decisions

WSPD-TV Toledo, Ohio—Granted extension of completion date to 4-18-56.

Actions of Sept. 29

Following were granted extensions of completion dates as shown: **WJDW (TV) Boston, Mass.**, to 1-16-56; **KPAR-TV Sweetwater, Tex.**, to 4-26-56; **KKTV (TV) Colorado Springs, Colo.**, to 4-26-56.

Actions of Sept. 28

WITN (TV) Washington, N. C.—Granted STA

(Continued on page 123)

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RADIO

Help Wanted

Managerial

Combination program director and sales manager needed on southwestern radio and television operation in non-metropolitan area. Real chance for advancement among pleasant surroundings and excellent working conditions. Expected income should be stated in first letter together with references and background. Reply Box 988C, B•T.

Sales manager. Michigan independent looking for a working sales manager. Good income to right man. Send photo and details to Box 992C, B•T.

Salesmen

Need experienced, steady radio salesman. Permanent job, southwestern network station in competitive tv market. Excellent opportunity for right man. No floaters. Give full details, minimum salary, and snapshot. Box 908C, B•T.

Salesman. Michigan independent looking for creative salesman. Good income to right man. Send photo and details to Box 993C, B•T.

Wanted: An excellent opportunity for young aggressive salesman in a successful southwestern radio station with national network affiliations. Group ownership offers chance, not only to progress on this station, but also on stations controlled by the same management. Please give requested starting salary, experience and, if possible, picture in first letter. Reply Box 986C, B•T.

Salesman wanted for top station in large metropolitan market. This is an ideal opportunity to join a progressive operation, with a secure and bright future. Top pay for right man. Send all details, photo, first letter. Box 989C, B•T.

Florida coastal 5000 watt independent wants experienced sales representative. Potential excellent. Ground floor—20% protected accounts. Box 104E, B•T.

Acting partner: Supervisory ability. Send full background, resume and photo. West Coast Indie. Box 116E, B•T.

Salesmen or sales managers—we need in some areas good "hard sell" sincere salesmen or sales managers, who have or can handle, hire, train and inspire salesmen. We are offering an outstanding future. We are a successful recognized national company in Illinois bursting at the seams with growth. Box 120E, B•T.

Capable time salesman needed for one of Texas' most progressive independents. Vacancy occurs through staff expansion. Program and copy experience necessary. Full details to Box 125E, B•T.

Experienced radio time salesman. Guarantee $380. Commission. Send experience, photo, references. KCHJ, P.O. Box 262, Delano, California.

Local account salesman with announcing experience. Salary plus commission. Good market. ABC station. KFRO Longview, Texas.

Experienced salesman, sober, with consistent production record. Write Manager, KPBM, Carlsbad, New Mexico.

Excellent station in excellent market needs excellent radio time salesman. Write LaVell Waltman, WAVE Louisville.

Radio salesman, also able to announce, to pick up on steady accounts. Good opportunity. Send background, references and photo number. P.O. Box 352, Yuma, Arizona.

Announcers

Opening October 1st for good announcer-jockey Indiana CBS 250 watts. Experienced. Give us full details as to past-present employment, salary expected. Tape later. Box 876C, B•T.

RADIO

Help Wanted—(Cont'd)

Experienced combination announcer - engineer southeastern Arkansas. Send tape, full details. Box 934C, B•T.

For south Louisiana network station, experienced announcer with first class ticket. Permanent position to right person. Good pay. Box 952C, B•T.

Top voice, commercial forte, currently employed with full power tv. Degree, versatile. Box 965C, B•T.

Good announcer, 1st phone, progressive central Florida market. Working toward tv. Box 109E, B•T.

First phone combo, good voice . . . 5kw Rocky Mountain metropolitan market . . . photo, tape, details immediately to Box 114E, B•T.

Community minded man for news, play-by-play, sales. Box 123E, B•T.

Immediate opening, announcer southern station, need versatile individual, news, sports, pop and H. B. Send background and references, Box 124E, B•T.

Immediate opening-announcer-permit holder . . . for CBS affiliated station. Good working conditions. Send complete details about yourself to Box 131E, B•T.

Announcer-copywriter or announcer-sales. Station located on east coast. Box 137E, B•T.

If you have proven yourself to be a personality with a definite rural flavor; if you can sell your own time; this may be your opportunity. High power rural station in small town, southeast. Potential 7500-10,000 depending on ability. Full details now. Tape later. Box 146E, B•T.

Experienced staff announcer needed at once for one of the midwest's top radio stations. Good starting salary and the best benefits offered anywhere. Must operate control board. Good opportunity for the right man. Prefer man from Kansas or adjacent states but will consider all applications. Send tape and details to Jerry Fahrenbruch, Chief Announcer, Radio Station KVGB, Great Bend, Kansas.

First class phone-announcer. South Carolina fulltime KW. Good salary to right man. Rush references and tape or disc. WANS, Anderson, S. C.

Expanding company has opening for mature, all around staff man. News, DJ, ad-lib and board experience. Send tape, photo and references or appear in person. WBCK, Battle Creek, Michigan.

Combination announcer-first class engineer. $75 weekly. Send tape, resume, photo. WGTC, Greenville, N. C.

One announcer, a number one morning man, money object; send tape to back up your salary. Also a salesman with plenty of experience. Draw and commission, guaranteed accounts to make up draw; potential of $750.00 to $1000.00 per month for right man. Send all tapes and letters to Bob Harrison, Radio Station WLOH, Princeton, W. Va.

Sports announcer wanted for Florida's top water ski show, experienced in fast moving sports events with imagination for year-round job. Send personal data and tape (including if possible an imaginative P.A. presentation of water ski show) to: Sunshine Springs and Gardens, Sarasota, Florida.

Technical

Chief engineer for Pennsylvania station. Must have full knowledge of all equipment. Be an excellent maintenance man and good general worker. Good starting pay with regular increases. Write Box 910C, B•T.

Ohio daytimer needs at once, first class phone man with ability to do part time announcing, salary increase if announcing ability warrants full announcing schedule. Box 973C, B•T.

Chief engineer, California indie. Metropolitan market. Right man can buy interest. Send full background resume and photo. Box 163E, B•T.

RADIO

Help Wanted—(Cont'd)

Chief engineer - announcer — new beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

Programming-Production, Others

Engineer, contact Edwin Kennedy, 920 King, Wilmington, Delaware.

Copywriter—male or female—NBC station, southeast. Good salary for experienced or well trained writer. Picture complete details, and samples first letter. Box 115E, B•T.

Leading Ohio indie wants continuity writer. Minimum three years experience and department store background preferred. We don't want a Gal Friday. This is a professional writing job and your only concern will be to write hard-selling copy. You'll replace a pro who's been with us four years and is leaving for personal reasons. Salary open. Tell all first letter and enclose samples. Box 122E, B•T.

Kansas station in immediate need excellent continuity writer for radio. Must be idea person for much of copy is production type announcements. Excellent working conditions, fine studio building, most congenial staff, better than average salary. Box 130E, B•T.

Copywriter, Girl Friday with station experience. KBUD, Athens, Texas.

Traffic manager. Experienced woman. Permanent, available November 1st. Photo, complete details and salary desired in first letter. Inquiries to Michael Dillon, Program Director, KOB, Albuquerque, New Mexico.

KUDL, Kansas City, needs top-notch gal for continuity and traffic. Gotta be mature and dependable. Mail full details including anticipated salary.

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-known throughout the industry. Available at one. Box 985C, B•T.

Experienced small-medium market manager or assistant capable of making losing proposition pay. Successes based on low-expense operation. Excellent commercial contacts. Prefer southeast. Available now. Best references. Box 148E, B•T.

General manager. Nineteen years experience. Reliable, efficient, progressive. Top references. Box 153E, B•T.

General manager am-tv, now employed, desires change. Have top-flight sales staff for any move. Have one of the best personal sales records in the industry. Looking for large group or combination am-tv operation that needs stimulating sales and management. Can produce best results for any station, any area. Definitely interested large group ownership. Best industry references. Box 160E, B•T.

Salesmen

From janitor to manager in ten radio years. Now seeking traveling salesman job with affiliated radio services in Texas area. Box 941C, B•T.

Excellent background, sales, programming, managerial timber, 30. Ambition, permanent, seeking greater opportunity Great Lakes area. Box 964C, B•T.

Announcers

Will you please give Tyro job. Box 766C, B•T.

Experienced, trained, hardworking announcer desires permanent settlement Vermont, New Hampshire. Box 983C, B•T.

Experienced sportscaster: Basketball play-by-play specialty, strong on news, DJ. Veteran, sober, reliable, desire staff position, talent ball games. Box 100E, B•T.

Solid announcer for solid station. Five years experience all phases including program director. Box 101E, B•T.

DJ available to compete with NBC's "weekday" and give you the audience. Box 108E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer, thoroughly trained, extremely ambitious, single, veteran. Recent graduate School of Radio Technique. Locate within 200 miles radius N. Y. C. Joe Martinz, Jr., Twining 8-6273, Box 840C, B•T.

Four years independent radio, tv, from kw staffer to present radio PD via year director/announcer tv. Impressive performance all phases, including sales. Specialty audience participation. Informal ad-lib DJ, authoritative but unstilted news. Regular guy withal. Reached saturation point present market. Ready to move up. Wife and daughter agree. Have tape, prefer interview. Reply Box 112E, B•T.

Announcer with three years experience desires staff position in northeast. Box 113E, B•T.

Employed announcer, desires position in progressive medium market, eventually working into programming. Two and half years metropolitan and rural station experience. Veteran. Box 118E, B•T.

Experienced announcer - DJ, reliable, married, presently employed, seeks position with advancement. Box 119E, B•T.

Midwest staff announcer available in November desires permanent position in East; will accept other offers. Good voice, authoritative news. Box 128E, B•T.

Announcer 1 year's experience am-fm radio. Operate control board. Family man located in New York. Desire work within 2 hour travel from city. Congenial, hard worker. Salary secondary if right area. Box 129E, B•T.

Versatile announcer. Presently employed. Desires permanent position with northeastern station. Box 136E, B•T.

Sports announcer, experienced, play-by-play all sports. Details write. Box 142E, B•T.

Attention—New Jersey-New York-Pennsylvania. Announcer-personality-DJ. First phone—5 years —married — vet. — family—$100 minimum. Box 143E, B•T.

Attention—arresting DJ. Now major market; expert satire soap operas, news. Former comedy writer, know music, ad-lib commercials. Business builder. Box 152E, B•T.

Top-notch announcer. Personality DJ with proven ability to build audience and strong mail pull. Excellent play-by-play all sports. Available immediately. Box 154E, B•T.

Mr. Station Manager. Here's announcer, 25, single, has and can handle announcing, news, write commercials—1st phone. Welcomes chance to handle time selling. Travel, tape, resume available. Box 156E, B•T.

Staff announcer, married. Recent broadcasting school graduate. Versed all phases. Will travel. Tape, resume. Box 155E, B•T.

Platter spinner, sportscaster, newsman, veteran, single, tape on request. Box 159E, B•T.

DJ and MC. 8 years experience, strong ad-lib commercials, audio and video . . . currently WEEK-AM-TV, Peoria, Illinois.

Staff announcer, news, commercial, DJ, vet, single, will travel, tape on request. Julius Konrad, Jr., 1307 125th Street, College Point 56, N. Y.

Experienced combo announcer, all phases, seeks station in growing market. Entertaining disc MC, heavy duty sports, news, special events. 3rd phone, good air salesman. Cris Rogers, % Drew, 701 Coney Island Avenue, Brooklyn, N. Y. Buckminister 2-4640.

Versatile graduate radio school. 2½ years Northwestern U. radio speech. Sales background. Your potential announcer asset. Adam Waran, 111 Marquette, Park Forest, Illinois. Skyline 5-6030.

Negro announcer—DJ—ideas . . . trained voice; married — sober — reliable — light experience. Available immediately—tape—resume. Consider all offers. Leonard Willoughby, 17 Herkimer Street, Brooklyn, N. Y.

Technical

1st phone, three years control-experience, desire radio or television operations, southwest or California. Presently employed, 25 years old, single. Box 117E, B•T.

Combo-man, 1st phone, experienced announcer-disc jockey. Pop speciality, good staffer. Negro, married, reliable, solid background. Resume, tape, references. Box 141E, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Program director desires change. Three years experience in directing, announcing and producing. Box 133E, B•T.

Copywriter-announcer with 7 years solid experience. Can write, announce, produce television commercials-programs that sell. Tired of big city. Desire permanent, friendly medium sized tv operation. Veteran. 28. Happily married. Excellent references. Audition tape, sample scripts, photo, details on request. Box 135E, B•T.

Energetic program director, news and promotion man with strong and diversified experience ready now to seek move to more attractive town, small-medium market. His sales experience adds strength to his programming-promotion methods. Box 149E, B•T.

Assistant sports director in large midwest radio-tv market . . . desires opportunity as sports director in similar market . . . experience includes 9 years radio—2 years tv . . . play-by-play baseball, basketball, football, golf, etc., plus various studio shows. Sincere, ambitious, conscientious. Can supply tapes, pictures, background and highest worker and character references. Box 151E, B•T.

Continuity man, presently employed copy-time sales—wants permanent copy. Valuable experience—will locate—prefer east. Box 158E, B•T.

TELEVISION

Help Wanted

Managerial

Television station in the southwest needs new management. Exclusive field in non-metropolitan area offers an opportunity to a top-flight executive capable of directing both television and radio station. Please give background and earning history in first letter. Reply Box 987C, B•T.

Salesmen

Want permanent television salesman experienced in radio or television. Prefer steady family man capable of advancing to Assistant Sales Manager, and who would appreciate good working and living conditions in rapidly growing southwestern market. Send details, including snapshot and minimum salary. Box 907C, B•T.

Woman who likes money interested in job selling and/or woman's director of radio or tv station. Prefer southeast or southwest. Box 105E, B•T.

Announcers

Account expanding operations in southwestern station needs good staff announcer. Prefer steady married man. Submit full details, snapshot and tape. Box 905C, B•T.

Tv announcer: Good announcer with ability to handle farm news in rural market in midwest. Also for other announcing duties. Good starting salary. Send photo, references and resume to Box 107E, B•T.

Technical

Television maintenance and operating engineer for southwestern station. Want steady permanent man, preferably married. Reply including minimum salary desired. Box 903C, B•T.

Southwestern station needs television engineer with good educational background and capable of advancing to supervisory responsibility. Excellent living conditions for permanent married man. Box 904C, B•T.

Chief engineer for new medium powered tv station. Reply to include experience resume and salary desired. Write Technical Director, KNOX-TV, Grand Forks, North Dakota.

Tv transmitter operator. High power experienced desirable. Send complete information. Include recent photo, and wage expected. KFEL-TV, 550 Lincoln, Denver.

Maximum power Channel 2 station needs transmitter supervisor. Must have complete knowledge of maintenance and operation of General Electric transmitter equipment TT10A and TF3A. Address reply to Inter-American Publications, Inc., 41 East 42nd Street, New York 17, New York.

Programming-Production, Others

Tv traffic, copy girl, experience necessary, pleasant working conditions. Good salary. Vhf just on air. Write or phone KNTV, San Jose, California.

TELEVISION

Situations Wanted

Announcers

Tv-radio staff announcer. 8 years radio, 21 months tv. On camera commercials. Single, veteran. Prefer midwest. Box 110E, B•T.

Tv-radio announcer, fully experienced, sober, no drifter. Box 147E, B•T.

Technical

West Coast-Rocky Mountain—2½ years transmitter studio, maintenance. 7 years am chief, directional. Family man. Box 945C, B•T.

Tv engineer, 5 years network, film, family, travel, make offer. Box 103E, B•T.

Experienced chief engineer immediately available due to sale of station. Highest qualification and recommendations. 5 years radio and 7 years television experience with same company. Age 34, married. Desire to locate permanently with progressive vhf. Box 106E, B•T.

Video operator—studio maintenance technician, First class license. Single, draft exempt. Box 150E, B•T.

Programming-Production, Others

Producer-director, commercial tv since 1949, fully experienced in all phases of studio and remote production; college graduate, veteran; currently employed in large midwest vhf; will relocate for PD position in medium market, or as producer-director in large market; top references. Box 121E, B•T.

Tv director, program director—5 years in top 10 markets. Box 126E, B•T.

Program director—past performance proves I can set up new station right and direct remote or studio programs. Looking for a nice town to raise my family—6 years tv. Box 127E, B•T.

Young family man, seven years radio-television experience announcing, directing, producing. Earning $6,500 annually. Box 134E, B•T.

8% on

YOUR MONEY

You can earn 8% on your money by lending me $100,000. I will repay $20,000 per year plus interest for five years. Notes will be secured by the stock of a VHF station now in the black. Purpose of loan: To refinance several existing obligations.

Box 138E, B•T

FOR SALE

Stations

North Carolina small market $39,000; Southwest metropolitan market $100,000; Alabama daytimer $36,750; Paul H. Chapman, 84 Peachtree, Atlanta.

Exclusive. This type station seldom listed. Daytimer, full kilowatt, located in market of more than 200,000 people, per owner. Year-round mild climate, southwestern vacationland. Accessible East Coast, West Coast, Gulf Coast. Not in California. Combo operation optional, highly efficient. Priced at $60,000 with attractive term to qualified experienced am executive. Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Equipment

For sale: Radio broadcasting or microwave equipment. Complete radio broadcasting power house—converters—motor generators—compressors, transformers—electrical controls and switchboards. 13 towers, 150 ft. to 700 ft. high—some guyed, some self-supporting. Box 967C, B•T.

For sale. One RCA TG 10A field sync generator less than 100 hours use. Make reasonable offer. Contact Bill Hargan, KSBW-TV, Salinas, Calif.

Three used RCA 44BX velocity microphones with desk stands—good condition—WIEL, Elizabethtown, Kentucky.

1 RCA 76C consolette. **1 RCA TK-20 iconoscope** film camera, less power supplies and master monitor. WHIO-TV, Dayton, Ohio.

Power amplifier and modulator chassis from Gates 250A transmitter. Also transformers, etc. All good condition. WKKO, Cocoa, Florida.

FOR SALE

Equipment

Western Electric RD100 10x6 switching console, new. Dual pre-set. Original price $23,000. Last one sold for $4500. Make offer. Must be sold immediately even at loss. O'Brien Electric, 6514 Santa Monica, Hollywood, California.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies crystal regrinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring service. Eidson Electronic Company, Temple, Texas.

WANTED TO BUY

Stations

Minnesota, Wisconsin, Iowa, North Dakota, or South Dakota, am radio station by, financially, capable, experienced station owners. Terms or cash. All inquiries confidential. Box 111E, B•T.

Experienced broadcaster wants to purchase good radio station in substantial western market which I will operate myself. Station need not be profitable if potential exists. Write Box 161E, B•T giving preliminary details so I can plan to visit your station soon. I am not a broker.

Equipment

Wanted—5 to 10 kw fm transmitter with monitor line and raditator. Box 966C, B•T.

Wanted. Number 10 ground wire. How much do you have and what's your price. Box 139E, B•T.

Used control console. What do you have, in what condition, and what's your price. Box 140E, B•T.

An excellent late model used studio console. Write particulars. Box 730, St. Petersburg, Florida.

Fm transmitter, antenna, console. Give complete description, condition, lowest price to non-profit organization. Southern Tier Music Society, Box 853, Alfred, New York.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first phone license preparation. Technical, non-technical applicants. Evenings, Saturdays. Monty Koffer, 743 Hendrix Street, Brooklyn 1, N. Y.

RADIO

Help Wanted

Announcers

$6,000 to $15,000

Salary for

Announcers

with 2 to 5 years announcing and Disc Jockey experience.

All replies held confidential

Box 164E B•T.

RICHARD HAMPE

RUTH BASTONE

STEPHEN NUTT

JESSE MYRICK

STANLEY SESZOL

JAMES DeBOLD

STUDIO EXPERIENCED

MONTHS OF TV PRODUCTION WORK

These people have been extensively and thoroughly trained for months in our completely equipped Chicago Television Studios, under the close direction and supervision of professional instructors presently working in commercial Television—well trained in ALL phases of TV Production work. They will take direction and can easily adapt themselves to the way you want things done. For immediate and honest resumes let us know your personnel needs. Write, wire, or call collect John Birrel, Personnel Counselor . . .

NORTHWEST
RADIO & TELEVISION
SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue
DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W.
RE 7-0343

RADIO

Help Wanted

Announcers

ANNOUNCERS WANTED

South Carolina's most progressive station needs personality Disc Jockeys at once. We need experienced men at once. Send tape, resume and references at once. No beginners please!!

Box 144E, B•T

WANTED

Good announcer, well educated, work into sales, permanent position, immediate opening. Send picture, audition, complete particulars air mail, KSPR, Box 930, Casper, Wyoming.

TELEVISION

Help Wanted

Programming-Production, Others

New vhf station in good market needs promotion and publicity director. Reasonable starting salary with good opportunity to advance. Send full details first letter.

Box 157E, B•T

TELEVISION FILM DIRECTOR

Leading metropolitan area independent station which programs all its own time seeking services of experienced top flight film director with good general knowledge of films, capable of responsibility for finding, negotiating and scheduling syndicated properties and features and supervision of film editing department. This is a challenging opportunity for an aggressive man to join our team. Salary open. Reply

Box 162E, B•T

TELEVISION

Managerial

Seeking **STATION** or **AGENCY** Position
in
Sales Promotion or
Station-Agency Liaison
experienced in TV operations & film sales
age 26, married, coll grad
east of the Mississippi please
Box 145E, B•T

TELEVISION

Situations Wanted

Programming-Production, Others

TV PRODUCER.DIRECTOR

Currently top Producer—Director with Metropolitan Network VHF Station. Age 30. College Grad. Experience in Theater, Public Relations, Merchandising & Advertising and Sales. Expert all phases of TV Production.

Box 132E, B•T

FOR SALE

Equipment

NEW EQUIPMENT

RECTIFIERS; Power Supply type RA-87, tapped at 90 to 220 volts, 50-60 cycles, good for small 115 volt DC applications up to 46 watts and for 115 volts AC up to 500 watts, input 115/230, size 7½" x 8⅜" x 7½". $75.00 ea.

SWITCHBOARD CORD, testing, green cotton braid, 6' lg, type 2W15B with 2 clips on one end and one each type 241A plug at other end. $3.00 ea.

Metropolitan Telephone Supply Corp.
254 Navy Street, Brooklyn 1, N. Y.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

SELL OR LEASE

Experienced operator to buy AM Station or lease with option to buy. Must be in market of 300,000 or more. Northeastern States only. All replies from principals answered promptly and held in confidence. This is not a broker's ad.

Box 932C, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

EMPLOYMENT SERVICE

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

(Continued from page 118)

to operate commercially on ch. 7 for period ending Oct. 10.

KRWS Post, Tex.—Granted license for am station.

KRAY Amarillo, Tex.—Granted license for am station and specify studio location.

WKDL Clarksdale, Miss.—Granted license for am station and specify studio location.

WJLB Detroit, Mich.—Granted authority to operate trans. by remote control.

KUNO Corpus Christi, Tex.—Granted cp to make changes in ant. system (increase height of tower).

WBAP-FM Fort Worth, Tex.—Granted cp for change in frequency (96.3 mc); ERP to 52 kw and changes in ant. system.

KSTP-TV St. Paul, Minn.—Granted cp to change type ant. and make minor equipment changes.

Following were granted extensions of completion dates as shown: **WQXR New York, N. Y.**, to 12-31-55, conditions; **WTAP (TV) Parkersburg, W. Va.**, to 4-1-56; **KREM-TV Spokane, Wash.**, to 4-28-56; **WLBT (TV) Jackson, Miss.**, to 4-26-56; **KAUS Austin, Minn.**, to 12-1-55, conditions; **KBNZ La Junta, Colo.**, to 1-1-56.

Actions of Sept. 27

WNAM Neenah, Wis.—Granted license covering decrease in height of center tower by removing uhf ant.

WLLY Richmond, Va.—Granted license for am station.

KLAD Klamath Falls, Ore.—Granted license for am station.

WKIC Hazard, Ky.—Granted license covering change of facilities.

KABC-FM Los Angeles, Calif.—Granted license for changes in licensed station.

WKTM-FM Mayfield, Ky.—Granted license for fm station subject to engineering conditions.

WGGH Marion, Ill.—Granted mod. of cp for change in ant.-trans. and studio location.

WHOT Campbell, Ohio—Granted mod. of cp to specify studio location and make changes in ant. system; condition.

Following were granted extensions of completion dates as shown: **WOOK-TV Washington, D. C.**, to 4-24-56; **KRBB (TV) El Dorado, Ark.**, to 4-24-56; **WDBO-TV Orlando, Fla.**, to 4-23-56; **KCMO-TV Kansas City, Mo.**, to 4-25-56; **KOAT-TV Albuquerque, N. M.**, to 4-26-56.

Actions of Sept. 26

KTLU Rusk, Tex.—Granted mod. of cp to change ant.-trans. location; change studio location and remote control point.

Following were granted extensions of completion dates as shown: **KFMB-TV San Diego, Calif.**, to 4-12-56; **WAAB-TV Worcester, Mass.**, to 1-16-56;; **WQED (TV) Pittsburgh, Pa.**, to 4-13-56.

October 4 Applications

ACCEPTED FOR FILING

Modification of Cp

KHCD Clifton, Ariz.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

KPMC Bakersfield, Calif.—Seeks mod. of cp (as mod. which authorized increase power; install DA-1 and change trans. location) for extension of completion date.

WXEL (TV) Cleveland, Ohio—Seeks mod. of cp to extend completion date 12-30-55.

License to Cover Cp

KRIM (FM) Portageville, Mo.—Seeks license to cover cp (which authorized new fm station).

Renewal of License

WVMC Mount Carmel, Ill.; WESK Escanaba, Mich.; WSOO Sault Ste. Marie, Mich.; WJBC-FM Bloomington, Ill.; WIBA-FM Madison, Wis.; WKSU-FM Kent, Ohio.

October 5 Decision

BROADCAST ACTIONS

Commission *en banc*, by Comrs. McConnaughey (Chairman), Hyde, Bartley, Doerfer, Lee and Mack, took following action on Oct. 5:

WTVG (TV) Mansfield, Ohio.—Granted extension of time to Jan. 16, 1956, to complete construction of new tv station on ch. 36. Chairman McConnaughey dissented.

ACTIONS ON MOTIONS

By Comr. Webster

Broadcast Bureau—Granted petition for extension of time to Oct. 14 to file response to petition for reconsideration filed by WGNS Inc., Murfreesboro, Tenn., re order to show cause why license of am station **WGNS** should not be revoked. Action Oct. 4.

WNIA Cheektowaga, N. Y.—Granted petition for acceptance of late filing of its "Supplement to Opposition to Comments of the Chief, Broadcast Bureau" re **WNIA** application for mod. of permit to extend completion date. Action Oct. 4.

Dept. of Defense—Granted petition filed Sept. 28 to "Accept Late Filing of Brief in Support of Exceptions to Initial Decision and Remand For Further Testimony and Making Further Findings and Conclusions" re application of Streets Electronics Inc. (**KGEO-TV**), **Enid, Okla.**, for mod. of cp. Action Oct. 4.

Aircraft Owners and Pilots Assn.—Granted petition for acceptance of its late filing of exceptions to initial decision re **KGEO-TV Enid, Okla.**, for mod. of cp. Action Oct. 3.

KWBU Corpus Christi, Tex., and Broadcast Bureau—Granted petition of Broadcast Bureau for extension of time (to 10th day after release date of Commission's action on ABC's "Petition for Reconsideration") to file answer or comment on petition by **KWBU** for leave to intervene and enlarge issues in proceeding on applications of Albuquerque Bcstg. Co. **(KOB) Albuquerque, N. M.**; granted petition of **KWBU** for additional 7 days thereafter to file replies. Action Oct. 3.

By Chief Hearing Examiner James D. Cunningham

Ordered that reply findings and conclusions re application of Dispatch Inc., Erie, Pa., for license renewal of **WICU (TV)** will be filed on or before Oct. 10. Action Oct. 4.

Greenville Television Co., Greenville, S. C., and Wilton E. Hall, Anderson, S. C.—Granted motion filed Sept. 26 to correct in various respects transcript of hearing re application of The Spartan Radiocasting Co. **(WSPA-TV), Spartanburg, S. C.**, for mod. of cp. Action Oct. 4.

By Hearing Examiner Herbert Sharfman

E. Weaks McKinney-Smith, Paducah, Ky.—Granted motion to correct in various respects transcript of hearing re its am application. Action Oct. 4.

By Hearing Examiner Elizabeth C. Smith

Umatilla Bcstg. Enterprises, Pendleton, Ore.—Granted petition requesting prehearing conference be held on Oct. 14 re its am application and that of Othello Bcstg. Co., Othello, Wash. Action Oct. 4.

By Hearing Examiner Annie Neal Huntting

Louis Rosenberg, Tarentum, Pa.—Granted petition to quash notice of taking of depositions filed on Sept. 29, in am proceeding re its application. Action Sept. 30.

Jackson Bcstg. & Television Corp., Parma, Mich.—Dismissed as moot petition to take depositions filed on April 4, in ch. 10 proceeding, Parma-Onondaga, Mich. Action Sept. 30.

By Hearing Examiner Hugh B. Hutchison

Issued notice of hearing re application of Bill Mathis, Abilene, Tex., on Nov. 3. Action Sept. 2

By Hearing Examiner Basil P. Cooper

WJVA Mishawaka, Ind.—Granted motion for continuance of prehearing conference scheduled for Sept. 30 and hearing scheduled for Oct. 12; prehearing conference and hearing re am applications continued to date to be designated later. Action Sept. 29.

October 5 Applications

ACCEPTED FOR FILING

Remote Control

KOZE Lewiston, Idaho; KLBM LaGrande, Ore.; WHER Memphis, Tenn.

Renewal of License Returned

WCPO-TV Cincinnati, Ohio.—Application for renewal of license returned to applicant by letter of Oct. 3 in view of station's operating with STA on new channel.

TYPICAL LIST OF CITIES WHERE SUPPLEMENTAL VHF ALLOCATION PLAN COULD BE USED

HERE is the list of 234 cities which could receive an extra vhf channel under the plan proposed by the John H. Mullaney, consulting engineer, and Welch, Mott & Morgan, Washington attorneys [B•T, Aug. 8]. The list, which can be adjusted among various cities, indicates separations between proposed vhf channels and existing stations, between proposed channels and other proposed co-channel drop-ins and estimated power maximums (see story, this issue).

ASSUME 500′ AAT FOR PROPOSED STATIONS:

STATE	Channel No.	Suggested Carrier Position	Mileage to Closest Dominant	Allowable Radiation (KW) Toward Closest Dominant	Mileage to Closest Proposed Station
ALABAMA					
Birmingham	2	—	144	3	185
Selma	3	0	136	1.3	200
Montgomery	5	0	151	53	158
Tuscaloosa	7	+	104	0.44	230
Andalusia	11	0	146	6.3	196
Decatur	11	0	117	3.25	231
ARKANSAS					
Hot Springs	3	+	135	13.5	315
Blytheville	6	—	107	0.58	158
"	9	0	136	44	270
Little Rock	6	—	107	0.58	150
Fort Smith	7	0	130	20	264
Pine Bluff	13	0	121	6	292
COLORADO					
Grand Junction	2	+	179	100	575
" "	4	0	180	100	331
CALIFORNIA					
Fresno	2	—	163	100	192
"	4	+	162	100	318
Fresno	5	0	155	71	230
"	9	0	147	170	363
Palm Springs	2	+	96	0.15	173
Santa Cruz	3	+	114	1.35	176
Porterville	3	0	128	6.4	138
Barstow	3	+	168	100	138
San Diego	4	—	118	2.15	318
El Centro	5	+	177	100	368
" "	9	+	181	316	366
Chico	5	—	149	46	230
San Jose	6	—	106	0.51	158
Visalia	6	0	102	0.315	158
San Bernardino	6	+	198	100	180
" "	12	0	230	316	131
Madera	7	0	142	93	Over 1000
Sacramento	8	—	108	0.85	251
Bakersfield	8	—	168	316	260
"	12	—	108	0.85	131
Eureka	9	—	192	316	363
Redding	10	+	157	316	Over 1000
Tulane	13	—	155	316	" 1000
CONNECTICUT					
Bridgeport	6	+	121	6.7	118
FLORIDA					
Sarasota	2	+	134	1.05	241
"	7	0	185	260	133
Tallahassee	2	0	140	2.7	241
"	13	+	169	100	392
West Palm Beach	3	+	175	32.5	148
" " "	8	0	152	15	183
Gainsville	3	—	129	0.62	235
Melbourne	4	—	170	31	335
Panama City	4	—	162	14.5	283
" "	5	0	160	13.5	158
	10	—	143	4.2	248
Tampa or	5	+	128	0.40	240
St. Petersburg	10	0	208	316	121
Miami	6	0	209	100	332
"	13	—	193	316	411
Jacksonville	6	+	123	0.315	245
"	9	+	127	13.5	211
Pensacola	6	—	175	32.5	196
"	8	+	137	48	194
"	12	—	124	0.29	212
Fort Pierce	7	+	119	0.135	133
Daytona Beach	8	+	120	0.16	138
	10	+	248	316	121
Fort Myers	9	—	134	1.25	258
Orlando	11	0	131	0.80	247
Lakeland	12	+	155	19	247
GEORGIA					
Macon	3	—	156	77	201
"	9	—	133	30	138
Atlanta	4	+	104	0.40	193
Brunswick	5	0	118	2.1	200
"	8	—	222	316	138
Columbus	6	+	132	9.7	178
"	8	+	126	12	194
Albany	7	0	143	4.15	187
Savannah	7	+	133	29	187
Moultrie	12	—	141	3.7	212
IDAHO					
Pocatello	4	0	153	62	331
ILLINOIS					
Harrisburg	3	0	145	53	341
Bloomington	6	—	110	2.1	230
Decatur	7	+	125	16.5	228
Peoria	10	—	108	1.4	222
"	13	+	109	1.6	229
Galesburg	11	0	157	316	157
Cairo	8	—	118	3.8	248
INDIANA					
Ft. Wayne	2	—	104	1	132
" "	5	+	140	37	277
Evansville	2	0	130	16	130
"	12	+	123	12.5	261
South Bend	4	+	124	9.1	271
" "	12	0	133	47	187
Kokomo	9	—	126	19	241
Muncie	10	0	123	12.5	158
Indianapolis	11	—	107	1.2	104
IOWA					
Des Moines	4	0	156	67	195
KANSAS					
Salina	9	—	165	316	208
Coffeyville	4	+	147	40	332
Topeka	6	0	132	9.7	354
Wichita	8	—	110	1.15	348
KENTUCKY					
Lexington	4	+	158	100	271
"	8	0	145	180	158
"	10	—	143	100	158
Louisville	6	—	119	5.4	183
LOUISIANA					
Monroe	2	+	153	62	181
Alexandria	4	0	129	0.61	418
Baton Rouge	7	+	128	0.52	286
" "	9	—	139	2.5	238
New Orleans	11	+	182	220	135
MAINE					
Portland	2	0	112	0.79	190
Augusta	3	+	150	77	124
MARYLAND					
Salisbury	6	0	115	1.15	210
DISTRICT OF COLUMBIA					
Washington	12	0	97	0.215	262
MASSACHUSETTS					
Springfield	13	0	120	8.2	237
New Bedford	6	—	152	86	118
North Adams	7	—	110	1.85	186

STATE	Channel No.	Suggested Carrier Position	Mileage to Closest Dominant	Allowable Radiation (KW) Toward Closest Dominant	Mileage to Closest Proposed Station
MICHIGAN					
Grand Rapids	2	0	125	16.5	132
" "	11	0	127	12	185
Bay City	3	+	119	5.4	352
Muskegon	7	—	114	3.4	158
Marquette	7	0	148	190	237
Traverse City	9	—	108	0.85	220
Cadillac	10	0	153	316	216
MINNESOTA					
Duluth	11	0	132	26	292
"	13	—	134	33	303
MISSISSIPPI					
Laurel	2	—	118	1.05	181
Yazoo	5	—	158	88	243
Vicksburg	6	—	128	6.4	188
Greenwood	8	—	133	29	226
Jackson	10	0	154	316	304
Natchez	11	0	171	105	135
Tupelo	12	0	168	316	261
MISSOURI					
St. Louis	2	—	86	0.107	131
Poplar Bluff	2	+	175	100	120
Kansas City	7	—	131	22.5	264
Joplin	9	0	140	73	208
NEBRASKA					
Scottsbluff	6	0	153	62	462
Omaha	13	0	142	93	338
NEVADA					
Reno	2	0	186	100	192
"	11	—	199	316	Over 1000
NEW HAMPSHIRE					
Manchester	3	—	105	1.15	124
NEW JERSEY					
Atlantic City	2	0	87	0.12	155
" "	5	0	97	0.42	140
Wildwood	4	+	115	77	138
Trenton	8	0	100	0.43	228
NEW YORK					
Albany	2	—	142	43.5	130
"	11	—	136	70	200
Oswego	2	+	126	11	147
Schenectady	4	—	150	77	130
Jamestown	5	0	114	3.2	180
Elmira	7	—	122	11	131
"	9	—	173	316	130
Olean	8	+	133	48	228
Poughkeepsie	10	—	138	87	308
NORTH CAROLINA					
Rocky Mount	2	0	112	1.05	113
Charlotte	6	0	134	12	238
Raleigh-Greensboro High Point-Durham	8	+	122	6.8	166
Fayetteville	10	—	142	92	235
Elizabeth City	11	0	152	290	270
New Bern	12	+	170	316	167
NORTH DAKOTA					
Wahpeton	2	+	115	1.5	571
OHIO					
Zanesville	2	+	110	2.1	154
Toledo	6	0	92	0.235	155
Ashtabula	7	+	124	14.5	208
Columbus	8	—	120	0.82	155
"	13	0	119	0.70	327
Cleveland or Youngstown	10	0	131	36	218
Dayton	11	0	135	60	104
Sandusky	12	—	141	120	187
Youngstown	6	—	99	0.54	155
OKLAHOMA					
Guymon	5	+	205	100	600
Oklahoma City	11	0	97	0.14	450
OREGON					
Portland	4	—	147	39	543
Eugene	5	—	142	26	311
Klamath	6	—	235	100	310
"	8	+	211	316	251
PENNSYLVANIA					
Scranton	2	0	104	1.0	130
"	4	+	103	0.90	102
"	6	+	97	0.54	130
Altoona-Johnstown	3	+	131	17.5	122
Harrisburg	4	0	93	0.26	102
"	5	0	95	0.33	140
Erie	5	0	100	0.63	210
Reading	7	—	108	1.4	131
"	9	0	108	1.4	130
Sunbury	11	+	108	1.4	277
Williamsport	13	0	137	77	237
SOUTH CAROLINA					
Anderson	2	—	114	1.35	241
"	9	—	115	2.45	138
Charleston	4	0	202	100	103
Columbia	4	+	105	0.45	103
"	5	—	105	0.45	200
"	13	+	102	0.32	313
Georgetown	11	—	137	49	256
Florence	12	—	136	44	167
TENNESSEE					
Jackson	2	0	122	3.25	120
Chattanooga	6	+	100	0.25	178
Knoxville	7	0	115	2.4	281
Nashville	10	0	156	316	290
Columbia	13	—	108	0.84	292
TEXAS					
Corpus Christi	2	0	183	47	133
" "	7	0	181	210	352
Abilene	2	—	141	23	224
"	7	0	162	316	352
San Antonio	2	+	185	51	133
Beaumont	3	0	138	1.6	315
Houston	5	—	194	75	367
Texarkana	8	—	128	15.5	226
Galveston	9	+	148	8.1	238
Plainview	9	0	173	316	436
Tyler or Longview	10	0	120	5.1	304
San Angelo	10	—	198	316	311
Waco	12	—	168	316	528
UTAH					
Ogden	3	—	135	13	517
VIRGINIA					
Richmond	2	0	128	13.5	113
Lynchburg	4	—	105	1.15	232
Charlottesville	5	+	95	0.33	177
Norfolk	7	—	120	8.1	245
"	13	—	130	35	311
Staunton	8	—	108	1.4	166
Danville	9	—	122	6.8	210
Fredericksburg	10	+	105	0.88	235
WASHINGTON					
Yakima	2	0	165	100	494
Pasco	6	+	127	5.6	310
WEST VIRGINIA					
Beckley	2	0	133	20.5	154
"	11	—	119	7.0	105
Fairmont	3	0	99	.54	122
Huntington	6	0	103	0.89	183
"	9	—	122	11.0	210
Parkersburg	11	—	118	6.2	105
WISCONSIN					
LaCrosse	4	+	132	9.5	195
"	12	0	152	290	291
Madison	7	+	119	7	150
"	9	0	118	6.2	220
"	11	—	117	5.3	157
Milwaukee	8	—	120	8.1	330
Wausau	10	—	156	316	216
Sheboygan	13	+	125	10	229

UPCOMING

OCTOBER

Oct. 10: Ad Club of New York, Annual Advertising and Selling Course.

Oct. 13-14: RAB National Radio Advertising Clinic, Waldorf-Astoria Hotel, New York.

Oct. 14-16: National Adv. Agency Network, eastern meeting, Atlantic City, N. J.

Oct. 16-17: New Jersey Broadcasters Assn., Hotel Hofbrau, Wildwood.

Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 17: RAB Clinic, Burlington, Vt.

Oct. 18: RAB Clinic, Albany-Troy-Schenectady, N. Y.

NARTB Regional Meetings

Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING	$7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address ——

—editorials

Consultation Is Indicated

IN gravity and intricacy the uhf-vhf problem exceeds any other now before the FCC.

The problem is to perform major surgery on the television allocations structure, without damage to the healthy components, in time to save the ailing members, with the objective of creating an opportunity for infinitely more growth than the television system, under present arrangements, is capable of achieving.

In a sense it is an emergency operation which must be performed with haste but not at the expense of caution. To be successful, the operation will have to be conducted with consummate skill.

It is not at all certain that such skill is to be found within the Commission itself, however earnest and intelligent its members and staff may be. The best physician will consult specialists when confronted by a particularly difficult case. It seems to us that the uhf-vhf case requires specialists. Events of last week confirm that view.

On the one hand, the FCC, through its chairman, put in motion an attempt to obtain more vhf channels from the military and, on the other, fixed Oct. 17 as a date to consider all the deintermixture petitions now before it. To some extent those actions appear to contradict each other.

The effort to obtain vhf space from the military is the first to be undertaken officially by the FCC. Hence the official action suggests that the Commission regards vhf as more desirable than uhf.

The setting of a firm date for consideration of deintermixture cases, which seek to replace vhf with uhf, while the military is being importuned to relinquish channels to beef up the vhf system would not seem to constitute ideal timing. The uhf petitioners in the deintermixture cases cannot be expected to feel that their pleadings will be considered with special sympathy by a Commission that has already implied skepticism about the worth of uhf.

It is the timing that is bad about the setting of the Oct. 17 deintermixture cases, for it suggests a predisposition to rule generally against the u's. While it is not for us to comment upon any of the deintermixture cases, the necessity of making use of uhf space in some U. S. cities is obvious. It is conceivable that none of the cities involved in the Oct. 17 proceedings is the place for uhf service, but unless a tremendous windfall of new vhf space becomes available, it appears that the uhf region of the spectrum cannot be abandoned entirely if a truly competitive television service is to be made possible.

One cannot depend realistically upon a windfall of new vhf accommodations and certainly not upon the imminence of such a windfall. The military, not without reason, may be expected to be reluctant to give up anything it has. Whatever the outcome of the FCC's request, it will not be reached without considerable negotiation, and negotiation between government agencies takes time.

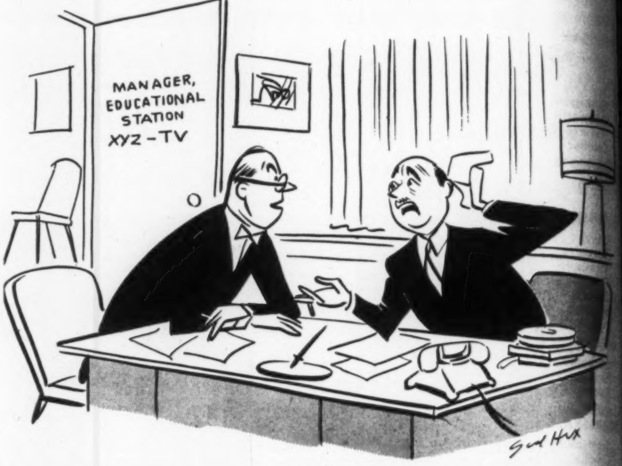
There are, of course, numerous other elements in the uhf-vhf problem and numerous ways for the FCC to repair its allocations plan. The final solution will undoubtedly entail a combination of factors—all interrelated and hence requiring engineering and economic skill if they are to be put together into a sensible pattern.

In our view the Commission would be making its own work more difficult if it failed to solicit the advice of specialists. Of necessity, these specialists must come from the industry itself.

The FCC has already invited some leaders of the industry to submit their views. It should invite others and should make certain they represent divergent interests. It should create, by invitation, a committee which constitutes a true cross-section of the business which the FCC is seeking to provide with facilities enabling competitive expansion.

It is unlikely that a committee composed of disparate views could come up unanimously with a ready-made re-allocations plan, but it could prepare a report of principles on which all its members agreed, and individual members could supplement the committee report with their individual recommendations. The total effort would give the FCC a valuable mass of information and opinion from which it could draw its own conclusions.

In general the industry is aware of the importance of the job before the Commission and of the need to get at it promptly. An industry committee could be counted on to get to work without delay.



Drawn for BROADCASTING • TELECASTING by Sid H

"I'll say this about trying to keep an educational station going . . . it's an education!"

Where The Money Goes

THE lengths to which the nation's television advertisers are going to entertain and inform the nation's television viewers are pointed up in B•T's annual compilation of network program production costs (see pages 35-36-37). And that $4.9 million weekly figure, whopping though it is, is not the whole story by any means. It does not include time costs, or daytime programs, or spot advertising or any of the thousands of programs put on daily at the local level.

Aside from showing dramatically the kind of money that advertisers are spending in their dependance upon television as a sales force, the program breakdown also reveals certain patterns in how this money is being spent. For instance, the "spectacular," a new noun in television a year ago, is now an established entry in the lexicon. For good or ill, the giveaway show is on the rise, and the $64,000 question now is how long it will last. The patterns of shared sponsorships, by whatever name they happen to be called, are becoming more fixed. But the main and most obvious point is that advertisers, to an extent not known before, are relying upon television to reach people—and it is the people as well as the advertisers who stand to gain.

Sure Way to the Cemetery

ALMOST identical lectures in elementary business practice were delivered week before last by two eminent industry spokesmen: NARTB President Harold Fellows, speaking to broadcasters at a regional meeting in New Orleans, and Advertising Research Foundation President Edgar Kobak, addressing the Advertising Agency Financial Management group in New York.

Both speakers used the same text: Rate cutting does not pay.

The coincidence was not happenstance. Both speeches were made bceause they were needed. Some radio broadcasters, as Mr. Fellows emphatically pointed out, have focused their eyes so fearfully on the threat of tv competition that they have failed to see their own increased opportunities to serve their audiences and their advertisers. Some advertisers and agencies, as Mr. Kobak forcefully declared, have not hesitated to apply their own chisels where they thought they could chip away rates.

Both groups, in short-sightedly reaching for a fast buck, have been sabotaging their professions as well as sacrificing their own futures. With radio sets still selling like hot cakes, broadcasters should be raising rates commensurate with increased circulation, Mr. Fellows said. And Mr. Kobak averred that below rate card dealing "breaks down confidence and respect in the media field."

There's nothing new in this. The history of American enterprise is studded with the tombstones of businesses which sold at below-cost prices rather than on the merits of their products. Broadcasters who yield to advertiser rate concession demands are helping history to repeat itself.

Another thinly disguised WJR success story

Dear WJR, I think you're just dandy

A lady wrote us last February just to say how much she liked us.

Comparing her letter to the results of a new Alfred Politz Research, Inc. survey of WJR listenership, produced some startling similarities.

"My dial is usually set for WJR. Your station provides the most complete and enjoyable set of programs."

(Using a radically new and exhaustive survey method, Politz found that 41.4% of all adult listeners in the large area measured do just that: set their dials at WJR and leave them there, although there are 196 other stations in that area.)

"I enjoy your drama, news and music." (Politz: 47% of all listeners tune to WJR for drama, 42% for news, and 24% for music.)

"I especially enjoy the live programs, such as 'New Sound in Music.' I wouldn't miss 'Guest House.' And, I have two of the liveliest youngsters serenaded by 'Pie-Plant Pete.' "

The latter two shows are mostly comedy. (Politz: 52% of all listeners specify WJR for comedy.)

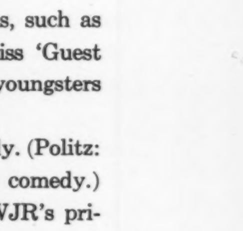
Politz measured only a portion of WJR's primary coverage area of 16 million persons. This portion includes 92 counties in 4 states. The survey is based on 1,873 separate interviews with adults—a comprehensive and extremely reliable sample.

Here's what it proves: if you sell something in Detroit or the Great Lakes market, your smart advertising buy is *spot radio* on WJR. Initial cost is high. Returns are higher. Goods move faster, for less.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



Here's WJR's primary coverage area.
Write us for your free copy of the Politz report
or ask your Henry I. Christal Co. man.